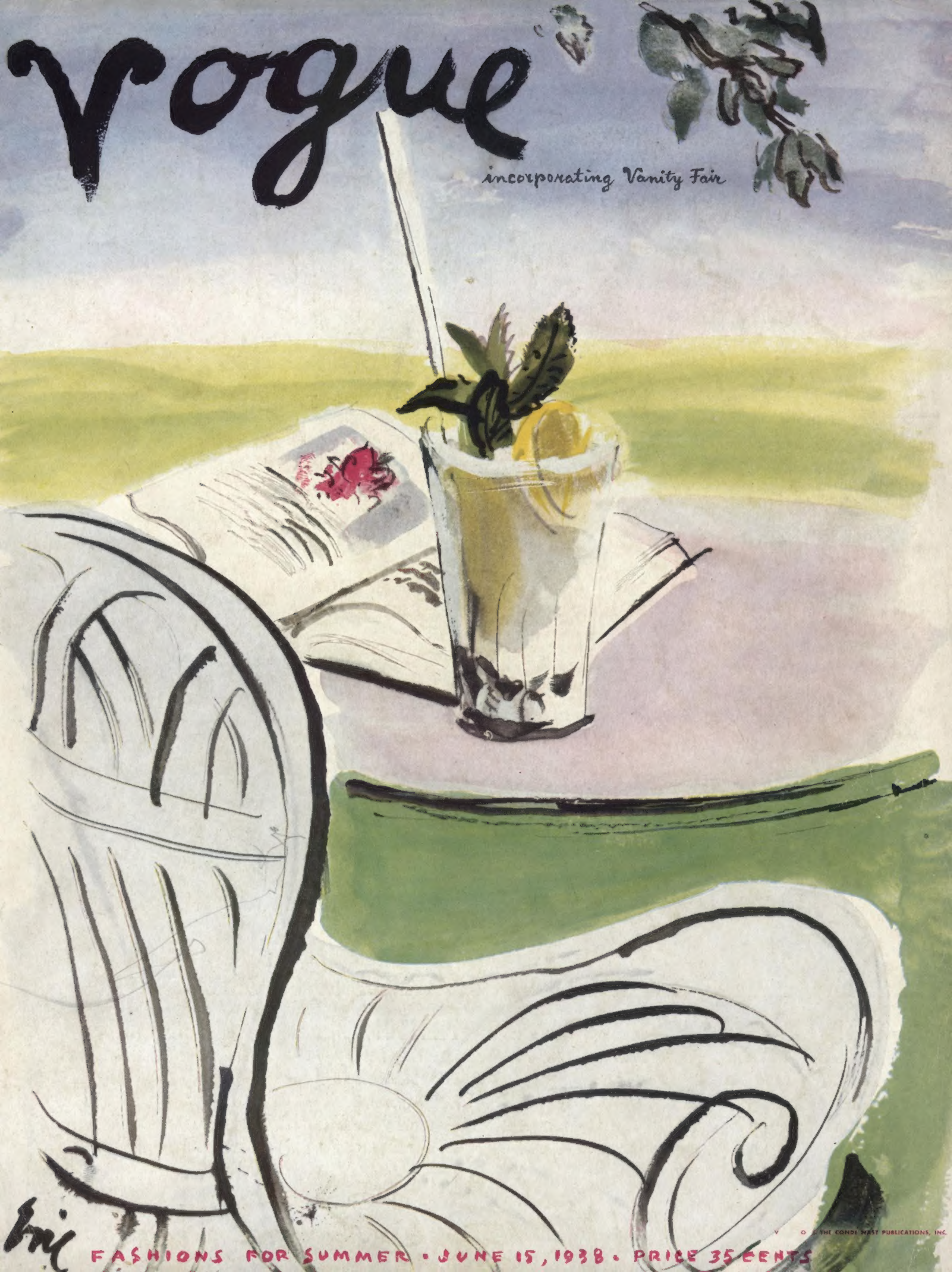


vogue

incorporating Vanity Fair



Wm

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FASHIONS FOR SUMMER • JUNE 15, 1938 • PRICE 35 CENTS



PONCHO! Go new this summer with that latest plaything, the Poncho! It's a Cannon towel, big as the map of Mexico, with a slit for your curly, wet head. Grand result: a great wide cape. Flung out your arms and you'll flutter like a flag. Cannon is new-minded about beach towels too. Look at the polka dots, big as platters, in the sand rug above. Your store will show you other styles . . . all super Cannon values. In towel departments and beachwear shops.

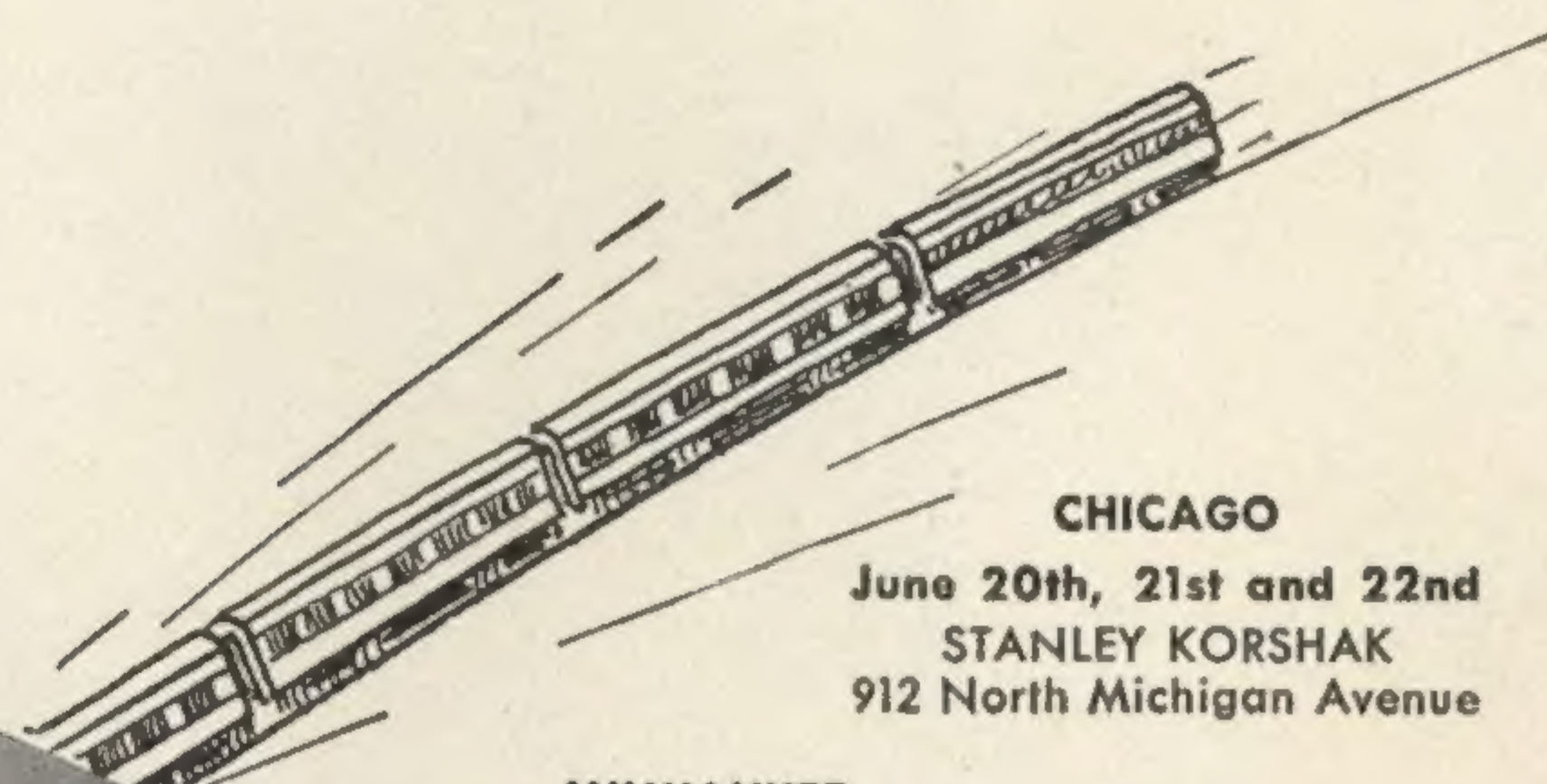
PRESTO! And please don't think of Cannon towels as towels only. Presto! And they become wonderfully useful as turbans, sports coats, beach wraps, sand rugs, sun shades, swim-suit bags, cottage curtains, trailer screens and such. In any rôle, they're tops in smartness and bottoms in cost! Cannon's big beach and sports towels cost from about \$1 to \$3. Cannon summer towels, like those on post, from about 59c to \$1. Others from 25c to \$2.

Go New with New Cannon Towels



JAECKEL GOES ON TOUR

WITH ADVANCE WINTER FASHIONS IN FUR



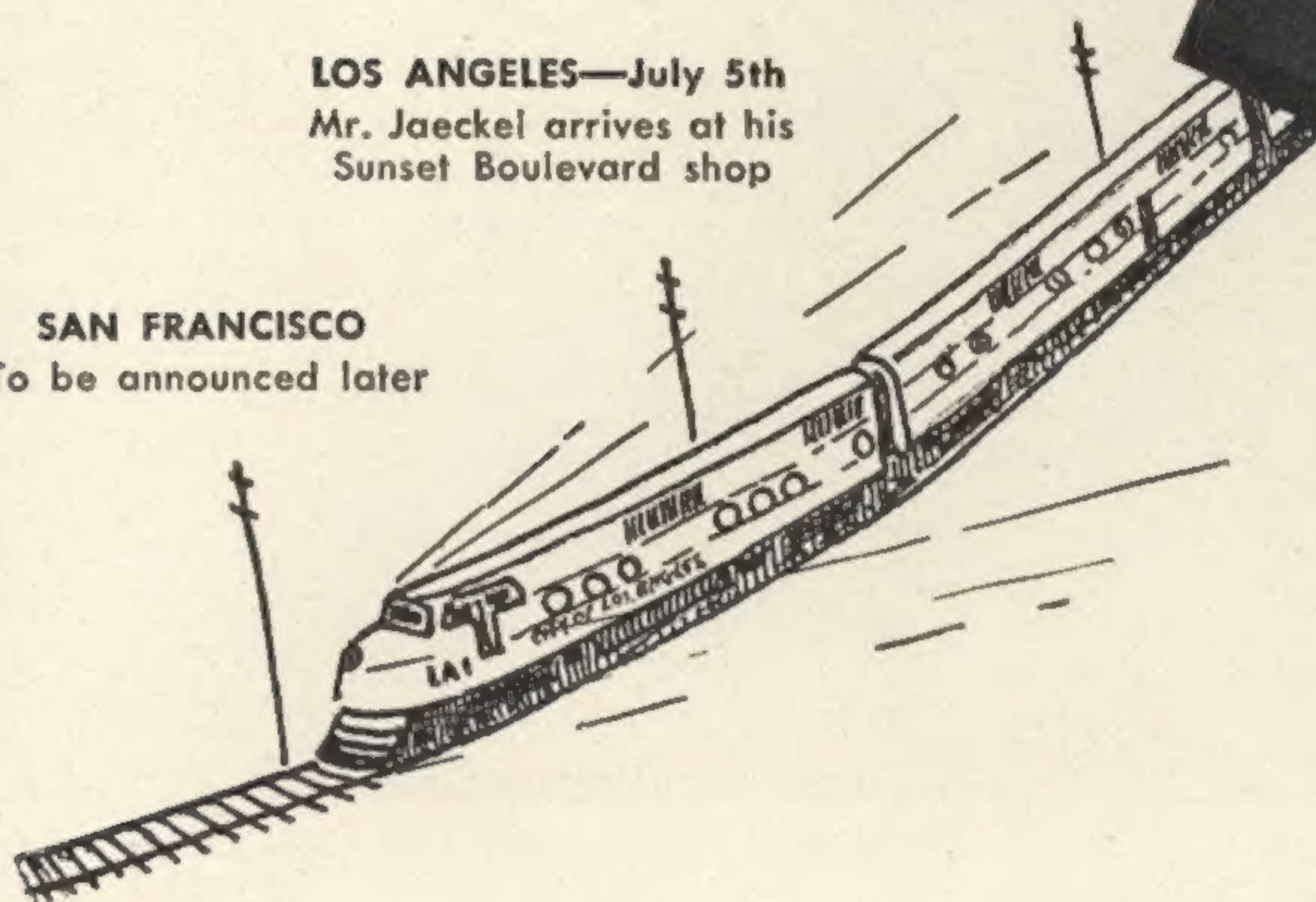
CHICAGO
June 20th, 21st and 22nd
STANLEY KORSHAK
912 North Michigan Avenue

MILWAUKEE
June 23rd and 24th
ZITA SHOP
1122 North Astor Street

DENVER
June 27th, 28th and 29th
DANIELS AND FISHER

LOS ANGELES—July 5th
Mr. Jaeckel arrives at his
Sunset Boulevard shop

SAN FRANCISCO
To be announced later



Inspired by the study of trends in the great fashion centers—Paris, New York and Hollywood—the new models are sensational. They are now ready for you in New York to aid you in planning your winter fur wardrobe or remodelling your present furs, and Mr. Jaeckel will personally present them at the cities mentioned. During the summer months prices are at the minimum.

Are Jay Richard Jaeckel's famous
perfume is now available at all the better shops.

Jaeckel IN CALIFORNIA: 8660 SUNSET BOULEVARD, LOS ANGELES
546 FIFTH AVENUE AT 45th STREET, NEW YORK



COURTESY ULLMAN, BUFFALO

A dazzling wealth of silver
to "spend" all year

FROMM
Bright with Silver
PEDIGREED FOXES



Loveliest of summer evening wraps, your light, airy *bright-with-silver* foxes are a daytime cape of tremendous chic when fall and winter come. Fromm Pedigreed Fox is as endearing for its versatility as it is famous for its smartness and beauty. Notice the wealth of silver produced by years of scientific breeding. Notice too, the Fromm trademark and number stamped on the leather side of every pelt. Then ask, wherever you buy your fur, for the tiny Fromm medallions bearing these same numbers. The pedigree certificate of each fox in your cape is sent to you when you mail the corresponding medallion to Fromm Brothers, Inc., Hamburg, Wisconsin.

"You'll love
a LaSalle!"



A GENERAL MOTORS VALUE



... IT'S THE ONE "ORIGINAL" FOR
WHICH THERE IS NO COPY

IN THE WORLD OF MOTOR CARS, as in the world of fashion, an authentic style is soon copied. But the smartness and charm of an "original," as every woman knows, can *never* be successfully duplicated.

So many feminine friends have told us of LaSalle's distinctive smartness that there can be no doubt about its right to style leadership.

Then, too, feminine favor naturally goes to LaSalle's driving comfort and handling ease. The shift lever is on the steering column, at your finger-tips, so there's no obstructing lever to soil your clothes or tear your hose. And you'll be surprised what *extra* comfort this *extra* room assures, even with three in the front compartment!

But you'll fall even more deeply in love with

LaSalle when you learn how easy it is to own. For actually more than half of all motor car manufacturers have models costing more than a new LaSalle, and none offers quite the same degree of lasting distinction.

There's a personalized LaSalle in one of the striking new color harmonies, waiting to be your very own. Won't you drive it—soon?



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England France
Germany

Society meets in the Sun Deck Restaurants and luxurious salons of the Swift Lloyd Expresses — world famous for expert service and split-second schedules.

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669 Fifth Avenue, New York
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Cities of United States and Canada



Swanky
Toppers

If you will play games in the sunlight, hike the countryside or unlace on the beach... you might as well be smart about it! In fact, the busier you are, the more you'll enjoy Brearley Sun Hats because they're the "Sunbeau" things under the sun. The "Sunbeau" shown above is one of several models, beautifully tailored, colors galore, priced very modestly. Leading shops and department stores have them. The Brearley Co., Rockford, Illinois.

Brearley
SUNHATS

Why Under the Sun Don't You Wear One

Can Straight Hair be given a Lifetime Wave by One Haircut?

The Members of the COIFFURE GUILD—well known Hairstylists and Beauty Authorities—emphatically deny that one cutting by any method whatever will put a lifetime wave into straight hair—and state the following facts:

1. No individual can make straight hair permanently wavy by one cutting only.
2. The texture of hair cannot be altered by merely cutting.
3. No degree of waving of existing hair can influence in any way the form of hair yet to come into being.
4. Hair with a natural inclination to wave can be encouraged to wave by correct cutting and thinning.
5. The indisputable fact still remains that only by a combination of a suitable chemical solution coupled with heat can a true permanent wave be produced.

Visit any one of the Salons listed below for an expert consultation.

Coiffure Guild of New York, Inc.

(New York Members of the COIFFURE GUILD of New York, Inc.)

HERMAN J. BOSCH	Hotel Biltmore, 43rd & Mad. Ave.	MUrryhil 9-2447
CHARLES BOCK	20 East 57th Street	PLaza 3-3900
EDMOND	Queen Marie's Beautician 24 E. 55th Street	ELDorado 5-8800
EMILE of the Barbizon	813 Lexington Avenue	REGent 4-8245
EMILE Rockefeller Center Hairdressers	30 Rock. Plaza	CLrcle 7-1995
Mme. HUMBLE	2649 Broadway	ACademy 4-6035
JOHN of the Mayfair Hotel	Mayfair, 610 Park Avenue	RHindlr 4-2404
GEORGE KREMER	9 East 45th Street	VAnderblt 3-1365
LAURENT	683 Fifth Avenue	Wlckershm 2-4871
MARS Hairdressers	Hotel St. Regis, 2 East 55th Street	VOlunter 5-1187
PAUL of Fifth Avenue	595 Fifth Avenue	VOlunter 5-4984
P. RICHARD of Clazelle Bros.	45 West 57th Street	PLaza 3-4135
SAVELI Hairdresser	18 East 55th Street	Wlckershm 2-7980
J. SCHAEFFER	590 Fifth Avenue	BRyant 9-6165
SCHIRLING & JUNGST	3 East 48th Street	VOlunter 5-4477
SENEGAS	9 West 46th Street	BRyant 9-5687
ROBERT SIEVERS	2479 Broadway	SCHuyler 4-4190
WALTER & SISTERS	20 East 49th Street	Wlckershm 2-0967
(Associate Members of the COIFFURE GUILD of New York, Inc.)		
WALTER'S	45 E. Putnam Ave., Greenwich, Conn.	Greenwich 1234
INGOLD	255 Bedford St., Stamford, Conn.	Stamford 3-6977
EMILE	1221 Connecticut Ave., N.W., Washington, D. C.	Wash. Dist. 3616
CARL'S	930 No. Charles St., Baltimore, Md.	Vernon 4242
RICHARD KLEIN	550 Washington Arcade, Detroit, Mich.	Randolph 9033
SPERBER'S Hair Shop	4942 Maryland Ave., St. Louis, Mo.	Forest 1700
MISS AGNES	Hotel Cornhusker, Lincoln, Nebr.	B-3122
LORENZO DONORICO	Brandeis Store, Omaha, Nebr.	Jackson 2507
JAHN'S Hairdressing Salon	Atlantic City, N. J.	Atlan. City 4-4958
H. GROMKE	12 No. Van Brunt St., Englewood, N. J.	Englewood 3-4111
WILLIAM the Hairdresser	24 Church St., Montclair, N. J.	Montclair 2-7242
ERICH Hairdresser	365 North Ave., New Rochelle, N. Y.	New Roch. 4356
HENRY JUENGST	458 Main St., New Rochelle, N. Y.	New Roch. 3552
HUGO BUSAM	104 East Ave., Rochester, N. Y.	Main 2008
PENN Beauty Shop	Gas & Elec. Bldg., Dayton, Ohio	Adams 3691
LEON CLEMON	229 Youngs St., Toronto, Canada	Elgin 8439

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25 superb flower engravings, reproduced in full color, suitable for framing, with an introductory essay and biographical notes by Richardson Wright.

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Greenwich, Connecticut



The Suit of the Future -
JANTZEN
Lastex Wisp-O-Weight

● The miracle of Lastex knitted into Jantzen fabrics by a new and exclusive process has made obsolete all former standards of fit and figure-control in water wear. Step into 1939 in a new Jantzen Lastex Wisp-o-weight. In fabric and style it's a year ahead, the suit of the future. It has all those qualities you have always wanted in a swim suit. It is wondrously light, exceptionally soft, delightfully comfortable. But more than that—it fits you perfectly

and makes you look better than *any suit you have ever worn*. It has just the ideal ratio of two-way stretch, molding and holding your body in the natural lines of youth. It softens contours, slims and slenderizes you, firmly yet comfortably. In the water or out these new Jantzen Lastex Wisp-o-weights fit with sleek perfection. They dry with surprising rapidity. Try one on today! *Feel* the difference. *See* the difference on you.

PANELLE

Left: Ingeniously designed with a fashionable quarter panel in front for corsetiere sleekness. Wisp-o-weight fabric of Jantzen-spun wool and Lastex yarn \$6.95.

DELUXE HALF HITCH

Center: Wisp-o-weight trunks of Jantzen-spun wool and Lastex yarn. Perfect fitting, highly styled. \$3.95. Other Jantzen trunks \$2.95 to \$5.95.

EL MIRADOR

Right: A dramatic maillot with poppy design knitted in silk on colorful Wisp-o-wool backgrounds. Wisp-o-weight Lastex fabric \$7.95. Other Jantzen Creations \$4.95 to \$12.95.

Jantzen
 LASTEX WISP-O-WEIGHT SWIM SUITS

JANTZEN KNITTING MILLS, Dept. 152, Portland, Oregon
 Send me style folder in color featuring new 1938 models. Women's ☐ Men's ☐
 Name _____
 Street _____
 City _____



Of Course

there are lots of different styles and colors galore in the new season's bathing caps

...but only SAVA-WAVE guarantees *your* wave...and only Kleinert makes it. ☞ Styled for beauty and designed for comfort, its patented features give complete protection. SAVA-WAVE is shaped sleekly to your head and comes in colors that ESTABLISH the vogue. ☞ There are beach bags by Kleinert (of week-end capacity) in patterns the lovelies rave about...cute sandals that emphasize the most beautiful feet and protect tender soles as well. ☞ All are exclusively KLEINERT...smart in minutest detail.

NEW YORK LONDON PARIS TORONTO



Kleinert's
T. M. REG. U. S. PAT. OFF.





● **ALL-IN-ONE** of special summer attraction. It has no bones. The front and back panels are batiste, side panels are stretchable net. Uplift is lace. *Talon* slide fastener closes it smoothly.

● **FRONT AND BACK** panels of this girdle are pin-wale batiste. The side panels are of two-way stretch mesh. Very light boning in the front panel. A *Talon* fastener closes it in one unbroken line.

**SLIM, TRIM —
ON OR OFF IN A JIFFY**
they're closed with Talon fasteners!

PAIN'T this picture of yourself—tricked out in your sleekest, snuggest Summer dress, with as smooth a silhouette as you dare imagine.

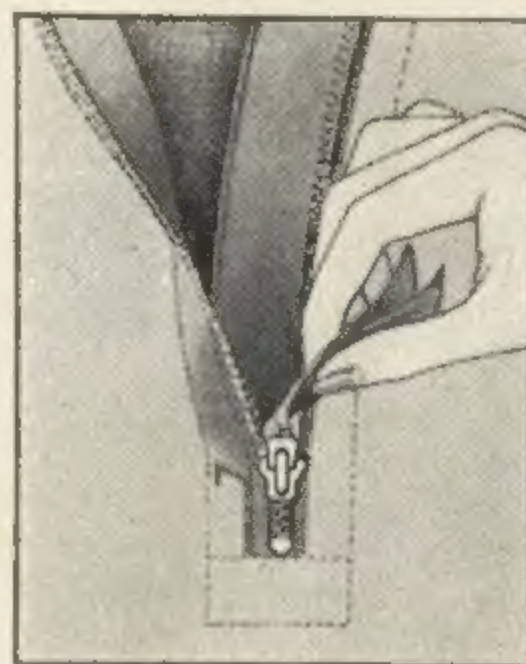
Then paint some bumps and wrinkles showing through from your foundation.

Don't shudder! Just make sure your wardrobe can take these snug dresses in its stride. Make sure your girdles, your all-in-ones have the *completely unobtrusive* Talon slide fastener.

And remember—not only does the Talon fastener lie flat . . . but it closes and opens so easily . . . it launders so perfectly . . . wears so well!

You can now get the Talon slide fastener on every type of foundation garment, in every price class . . . at your favorite shop.

TALON fastener is the only slide fastener especially made to meet the severe requirements of corsets. It locks securely. It is not harmed by laundering. Always operates with perfect ease and smoothness.



TALON CORSET FASTENERS—MADE BY TALON, INC.

Reg. U. S. Pat. Off.

ARIZONA

Tucson

Santa Rita Hotel. 250 rms. Tucson's Social Center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands; Polo; Golf. Nick Hall, Mgr.

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. 1800-acre outdoor sport paradise, famed year 'round spa. Radio-active mud baths. 1½ hours from Los Angeles. H. S. Ward, Mgr.

COLORADO

Brook Forest

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses and tennis. Excellent food. Write for folder. Edwin F. Welz, owner.

Colorado Springs

The Broadmoor. At the foot of Pike's Peak. Aristocrat of resort hotels—center of social and sports activities in the West. Brochure on request.

Estes Park

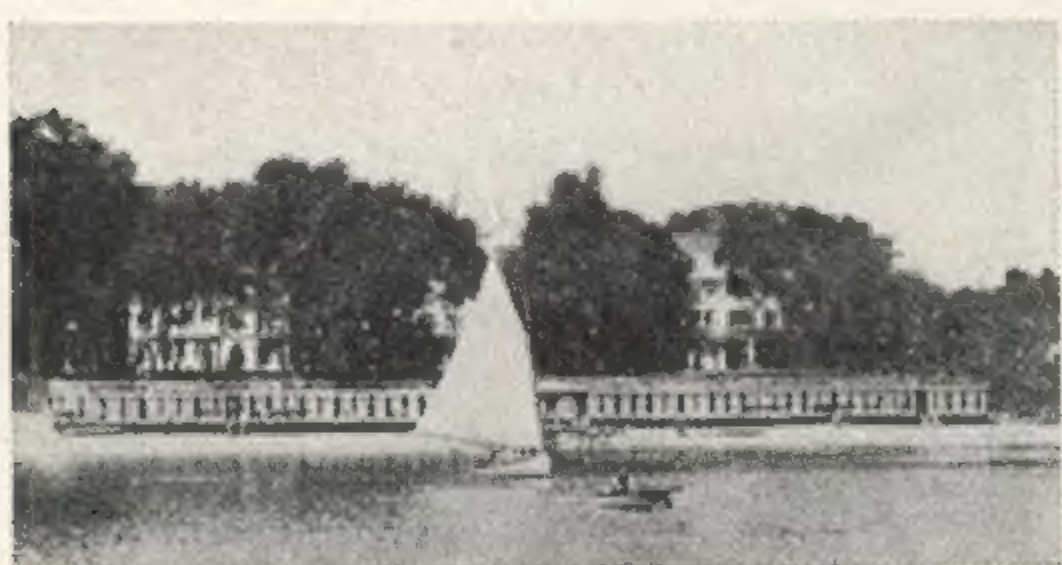
Stanley Hotel. Luxurious resort in heart of Rockies. Riding, fishing, golfing, swimming, dancing. Tap Room. Modern. Renowned cuisine. Sensible rates.

Evergreen

Troutdale-in-the-Pines. Luxurious hotel and rustic cabins 30 miles from Denver. 7500 feet alt. Unsurpassed in beauty. 8000 acres of Mountain Parks. All sports.

CONNECTICUT

Indian Neck—Branford



THE MONTWESE

Opening June 18—73rd season under Bryan Management. Delightfully located on Long Island Sound in midst of beautiful shade trees, uninterrupted water view, excellent sand beach. The sports include: sailing, fishing, tennis, dancing nightly. Own stables. Golf nearby. Ideal place for young people and families. Accommodates 250. Ten miles from New Haven. Write for Booklet V.

Old Lyme

Boxwood Manor offers good food, comfort, lovely gardens, private beach at ocean, sports. Three hours from New York or Boston. May 15th to Oct. 15th.

GEORGIA

Sea Island

The Cloister. Cooled by ocean breezes. All sports. Distinctive setting. Tempting cuisine. Rates considerate. New York Office, 500 Fifth Ave. P'Enn. 6-2060.

MAINE

Bar Harbor

The Malvern Hotel and Cottages. Personality, charm and homelike atmosphere at Maine's Famous Coast Resort. The best of accommodations at Moderate Prices.

Friendship—Martin Point

Mayflower On The Sea. One of Maine's finest small Colonial inns. Off the beaten path. Moderate rates. Restricted clientele. Brochure on request.

Kennebunkport

Breakwater Court. One of the finest hotels on Coast. Accommodates 250 guests. Bathing, Golf, Tennis, Fishing and Boating. Opening June 25th.

Moosehead Lake—Greenville Junction

Squaw Mountain Inn. Private, sporty golf course. Fishing, swimming, boating. Tennis, archery, hiking. Select clientele. No Hay Fever. Phil Sheridan, Mgr.

Northeast Harbor

Rock End Hotel. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

York Harbor



MARSHALL HOUSE

The Marshall House, modern brick construction, encircled by ocean and river, spacious private grounds, located in Maine's oldest town, a community of cultured and distinctive summer residents. Golf, tennis, seabathing, boating. Also The Emerson, high class hotel, same management. American plan. Booklet. G. L. Moulton, Manager, York Harbor, Me.

MAINE

Ogunquit

Sparhawk Hall. At salt water's edge. Surf bathing, sandy beach. Golf, tennis, fishing, riding. Orchestra. Sprinkler system. Elevator. Ogunquit Playhouse.

Prout's Neck

The Willows. Distinctive seashore resort. Friendly hospitality, splendid meals. Rates reasonable. Climate ideal. Golf, tennis, yachting, bathing.

Winter Harbor

Grindstone Inn. Overlooking beautiful Frenchman's Bay. Atmosphere of a fine Club. June to September. Moderate rates. Booklet. C. V. Delahunt, Mgr.

MARYLAND

Sherwood Forest

Sherwood Forest Hotel & Cottages. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

MASSACHUSETTS

Boston



THE COPLEY-PLAZA

Situated in historic Copley Square which provides a hotel setting as distinguished as any in the world. Nearest hotel to Back Bay and Huntington Avenue Railroad Stations. Easily accessible to fine shops and theatres. This hotel is convenient to the residential and business sections. Rooms with bath \$4 single—\$6 double. Illustrated folder on request. Arthur L. Race, Mng. Dir.

Boston

Hotel Puritan. An urban hotel—of distinction and New England good cheer. Ocean-fresh sea foods. 390 Commonwealth Avenue. Rates \$3.50 up.

Cape Cod—Falmouth

Column Terrace. Charming, quiet, home-like Inn. Delicious meals; comfortable accommodations. Private beach; bathhouses. Fishing, sailing, golf, tennis.

Cape Cod—West Harwich-By-The-Sea



THE BELMONT

Where the pines meet the ocean on Cape Cod's delightful South Shore, this famous seaside hotel nestles at the edge of its own private beach—a beach fringed with clear, clean salt water averaging 72 degrees. A splendid family hotel offering a diversity of recreational features—symphony and dance orchestra. May we send you literature? Opens June 24th. Ownership Management G. J. Munroe.

Magnolia

The Oceanside. Coolest, most beautiful spot on North Atlantic. Private beach. All outdoor sports. Summer theatre. Select clientele. Geo. C. Krewson, Jr.

Nantucket Island—Nantucket

Sea Cliff Inn. All summer attractions. Modern American accommodations for 150. Unexcelled view. Cottages. Music. Restricted Clientele. Eltinge Bros., Mgrs.

Nantucket Island—Nantucket



THE WHITE ELEPHANT

Nantucket's Smart Hotel inspires you to underpar golf . . . hard hitting tennis . . . to idle hours on a sun-warmed beach . . . to frolic in still water and surf warmed by the Gulf Stream, skim its surface in sail and motor boats . . . ride to hounds over Scottish Moors. American Bar—Continental Service. 1½ hours by airplane from New York. Direction of Theodore Tiltz.

Nantucket Island—Siasconset

Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. All outdoor sports. Private Beach.

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MASSACHUSETTS

Northampton

Wiggins Old Country Store. Wiggins Old Tavern and Hotel Northampton—combining old charm and modern accommodations. Authentic New England Antiques.

Swampscott

New Ocean House. Where the New England Coast is most picturesque. Private bathing beach. Best clientele. Booklet. Clement Kennedy, President.

MICHIGAN

Mackinac Island

Grand Hotel. A quaint, historic retreat, with the world's largest summer hotel offering every diversion and entertainment. Write for interesting booklet.

MINNESOTA

Gull Lake—Brainerd

Pine Beach Hotel. Gull Lake, North's Finest. Golf Course & All Sports At Door. Arthur L. Roberts, Proprietor. \$40. week, up. American Plan. Bklt.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

NEVADA

Lake Tahoe

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, motoring, lake and mountain sports. One hour from Reno. Elevation 6225 feet.

NEW HAMPSHIRE

East Wolfeboro

Birchmont. On Lake Wentworth. Individual Cabins. Central bungalow with attractive dining room. Unexcelled table. All sports. Restricted Clientele. Booklet.

Hanover

Hanover Inn, on Campus of Dartmouth College, offers intellectual and recreational opportunities. Golf, tennis, riding, canoeing. Discriminating service.

Lake Sunapee

Granliden Hotel. Private beach and golf course, riding stables, all outdoor sports, orchestra. American plan \$6 up. Restricted clientele. G. H. Bliss, Mgr.

Portsmouth



THE WENTWORTH BY-THE-SEA

A delightful summer home late June to early September. Old in its hospitable charm; modern in its appointments. Privately owned facilities for entertaining relaxation. Golf, tennis, ocean swimming pool, etc. Write for illustrated folder containing complete information and map. Farragut Hotel, Rye Beach, New Hampshire under same management.

Squam Lake—Holderness

The Asquam Hotel. High over lake, wide view of mountains. Established 1880. Restricted clientele. \$5. up per day. Illustrated leaflet.

White Mountains—Franconia

Forest Hills Hotel. 200-acre estate overlooking Franconia Notch. Golf, tennis, riding, fishing, children's playground. Norman Pancoast, Pres. and Mgr.

White Mountains—Jefferson

The Waumbek Hotel. In the White Mountains. American Plan. 2,000-acre estate. 18-hole golf course. Booklet. Soreno Lund, Jr., Manager.

White Mountains—Sugar Hill

Sunset Hill House. Social and Scenic Center of the White Mountains. Golf on grounds free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

CHILDREN'S WEEK

It takes an unusual event to overshadow the importance of baseball's Joe Di Maggio, filmland's Tarzan, radio's Lone Ranger, and even the cooling splash of the old swimming hole in the minds of American youth. We're willing to wager, though, that any youngster fortunate enough to spend the week of June 24 to July 1 in Atlantic City, New Jersey, will forget them temporarily. For this is "Children's Week," during which Atlantic City becomes a veritable Lilliputian Village, completely given over to children.

Any child under the age of 12, accompanied by an adult, may enjoy free accommodations and meals provided by cooperating hotels and restaurants. Entertainment is provided gratis at the Steel, Million Dollar, and Heinz Piers, the motion picture houses and the Hygeia Pool; and the Fire Department offers a free ride on a speeding fire engine.

There are also beach parties, a freckle contest, and the selection of the child coming the greatest distance as Mayor for a day. Though your child may not be chosen official Mayor, he will never forget this week in Atlantic City, packed with entertainment and thrills enough for a king.

ANNUAL BOAT RACES

On Friday, June 24, Yale and Harvard renew for the seventieth time their annual rowing feud on the Thames at New London, Connecticut. As usual, the freshman and junior varsity boats will hold their races in the morning, with starting times scheduled for 10:00 and 10:30. The main event between the varsity crews is slated to start at 6:00 o'clock in the evening. The race will start this year at the New London Draw Bridge, proceeding up the river for 4 miles to the finish line at Bartlett's Cove.

We're told that there will be only one observation train consisting of 35 cars, which will follow the boats

NEW HAMPSHIRE

White Mountains—Crawford Notch



CRAWFORD HOUSE AT CRAWFORD NOTCH

Discriminating people return every year to the Crawford House. Up-to-date rooming space—the best of food—Boston Symphony music—Golf—Tennis—Swimming—Riding—Boating—Hiking—no hay fever. Season June 24-Oct. 5. Rates with meals \$6 a day and up. Booklet and diagnosis of weekly rates—address: Barron Hotel Co., Crawford Notch, N. H. or ask Mr. Foster Travel Offices.

You will find it of advantage to identify yourself as a reader of Vogue, in writing these advertisers

TRAVELOG

HOTELS AND RESORTS

along the west bank of the river.

We give fair warning to Old Grads, undergraduates, and racing enthusiasts to make arrangements now if they anticipate a seat on the observation train. There probably will be very few late reservations available, and you remember the "teeth-pulling" methods that were necessary to obtain last-minute seats in past years.

GREENBRIER ON PARADE

On June 17-20 Greenbrier County, West Virginia, will celebrate its 160th Anniversary with four days of pageantry and festival. The program consists of historical spectacles, the Coronation of the Queen of Greenbrier, an air show, and many outstanding sporting events. The entire celebration will take place within easy driving distance of White Sulphur Springs, the hub of Greenbrier County.

POCONO PILGRIMAGE

Pennsylvania's Pocono Mountains are only about three hours from New York or Philadelphia, and you flower lovers who hurry still have time to get there to see the mountain laurel in bloom, a display of natural beauty for which this section is famous. Officially, the dates for Pocono Laurel Time are June 6-20.

But if you can't get away now, the Poconos have another lure for you. July 5-11 has been named Rhododendron Week, when this plant aristocrat will be in full flower.

SPORTS CALENDAR

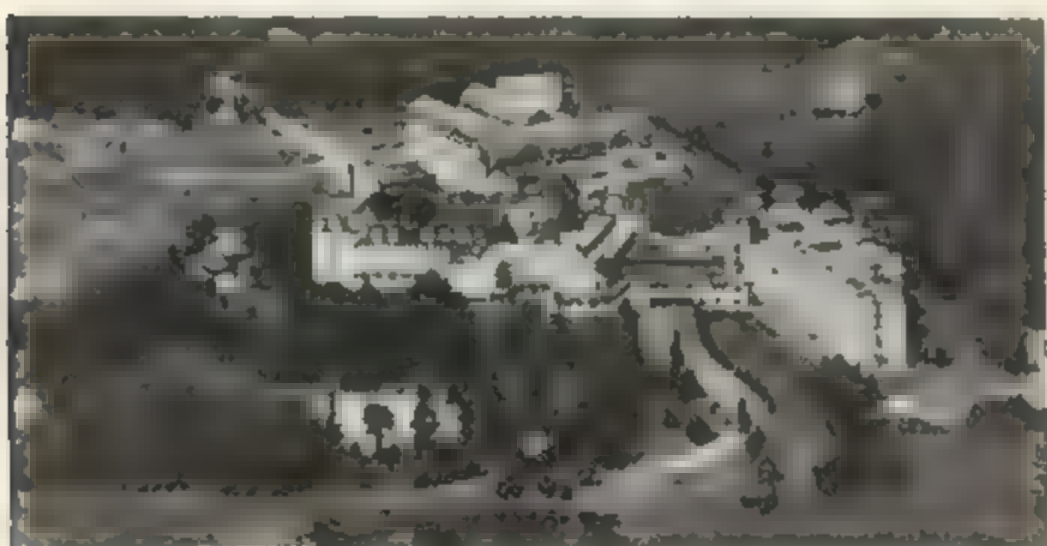
June 25—Opening of Mid-Summer Indoor Ice Season, Olympic Arena, Lake Placid, New York.

July 1-4—Virginia State Amateur Golf Championship, Cascades Course, Hot Springs, Virginia.

July 3-9—Annual West Virginia State Amateur Golf Championship (men and women), White Sulphur Springs, West Virginia.

NEW HAMPSHIRE

White Mountains—Dixville Notch

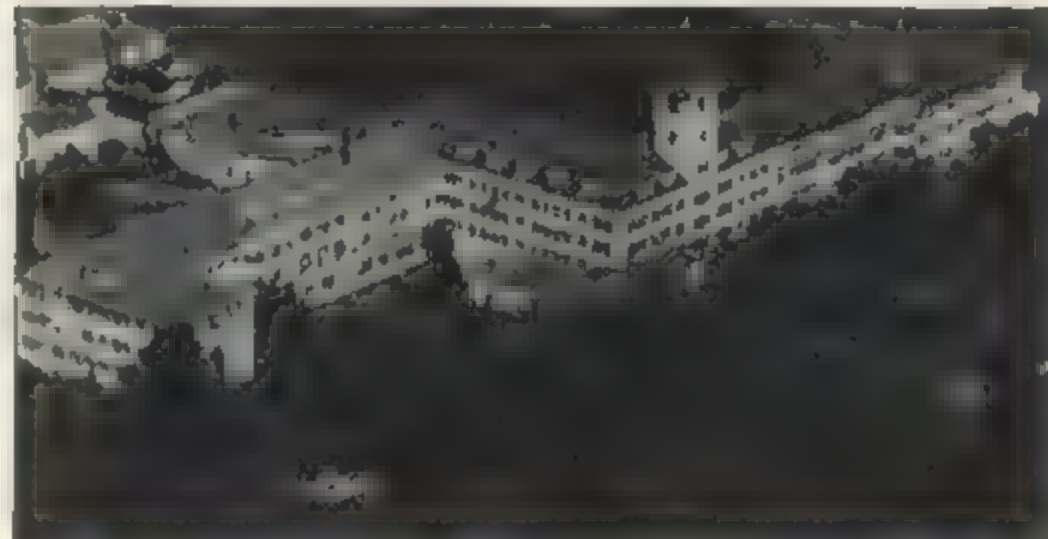


THE BALSAMS—ON LAKE GLORINETTE

4600-acre private estate. Golf on 18-hole championship course, tennis, swimming, fishing, riding, canoeing, shooting, bowling, dance orchestra, archery, movies, special facilities for children. No Hay Fever. Rates \$7-\$12 per day with meals. Housekeeping Cottages. Select clientele. "Ask Mr. Foster," Frank Doudera, Pres. New York Office 500-5th Ave. PEnn. 6-8218.

NEW HAMPSHIRE

White Mountains—Whitefield



THE MOUNTAIN VIEW HOUSE

In an unusual location on a private estate, serving for many years a distinguished clientele, where Hospitality is a tradition and the cuisine and service are outstanding features. Offers all outdoor sports and an interesting social life. Booklet and rate schedule upon request. W. F. Dodge & Son. Season June 18-October 17.

NEW JERSEY

Atlantic City



CHALFONTE-HADDON HALL

There are limitless ways to enjoy a vacation here. Be languid and cool in the seaside lounges and your own quiet room. Or be active. Dances, concerts, fishing and sailboat parties. Join our beach cabana colony, with grille nearby for lunching in your beachwear. Central, beachfront location. Restricted clientele. Superb meals. American and European Plans. Moderate rates.

Atlantic City



HOTEL CLARIDGE

Unobstructed view of park, boardwalk and ocean; 3 Sundecks; Solarium; Health Baths. All rooms outside, luxuriously appointed, with fresh and sea water baths. European Plan: Single from \$4.50. Double from \$7.00. Also American Plan. For reservations call N. Y. Office, 500-5th Ave., CHickering 4-6699; in Philadelphia, Kingsley 3150; in Washington, District 2685; in Pittsburgh, Atlantic 6240.

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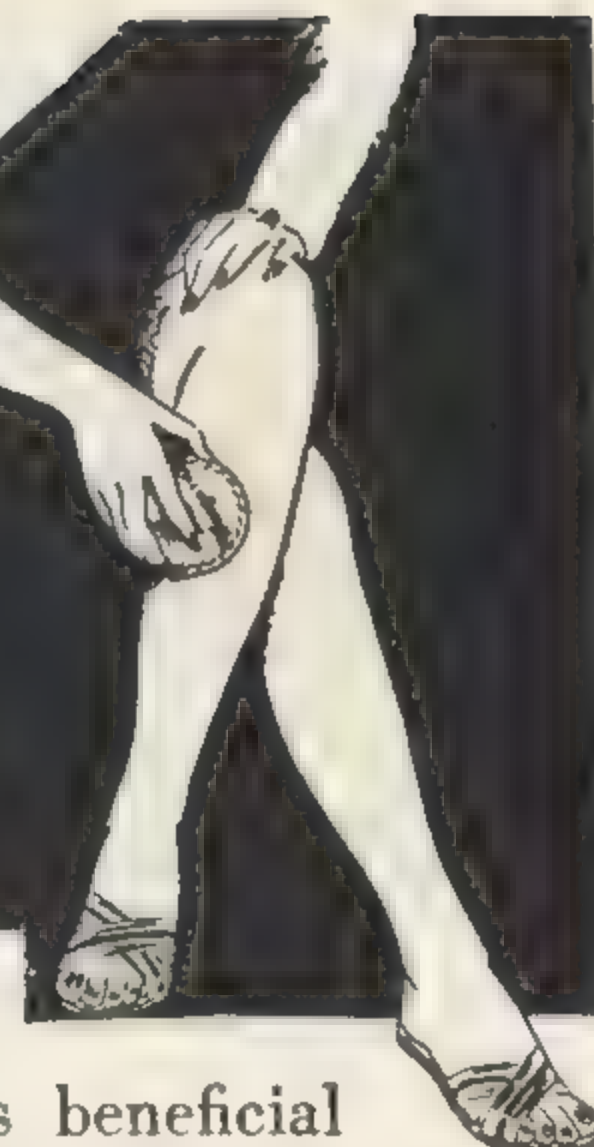
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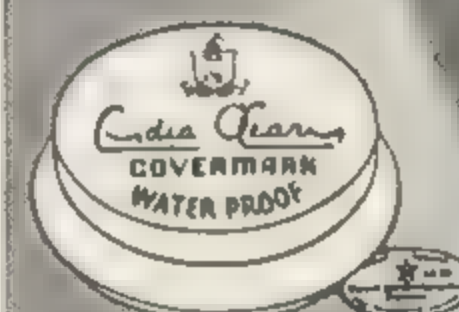
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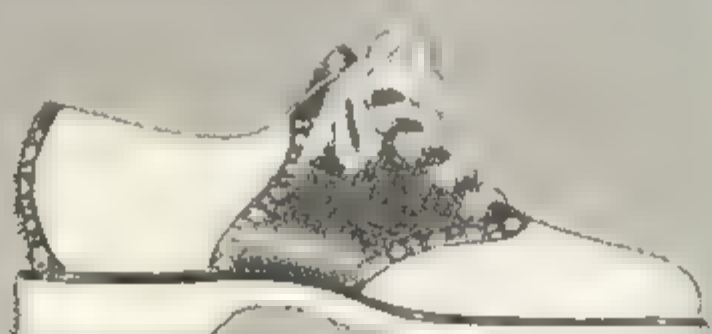
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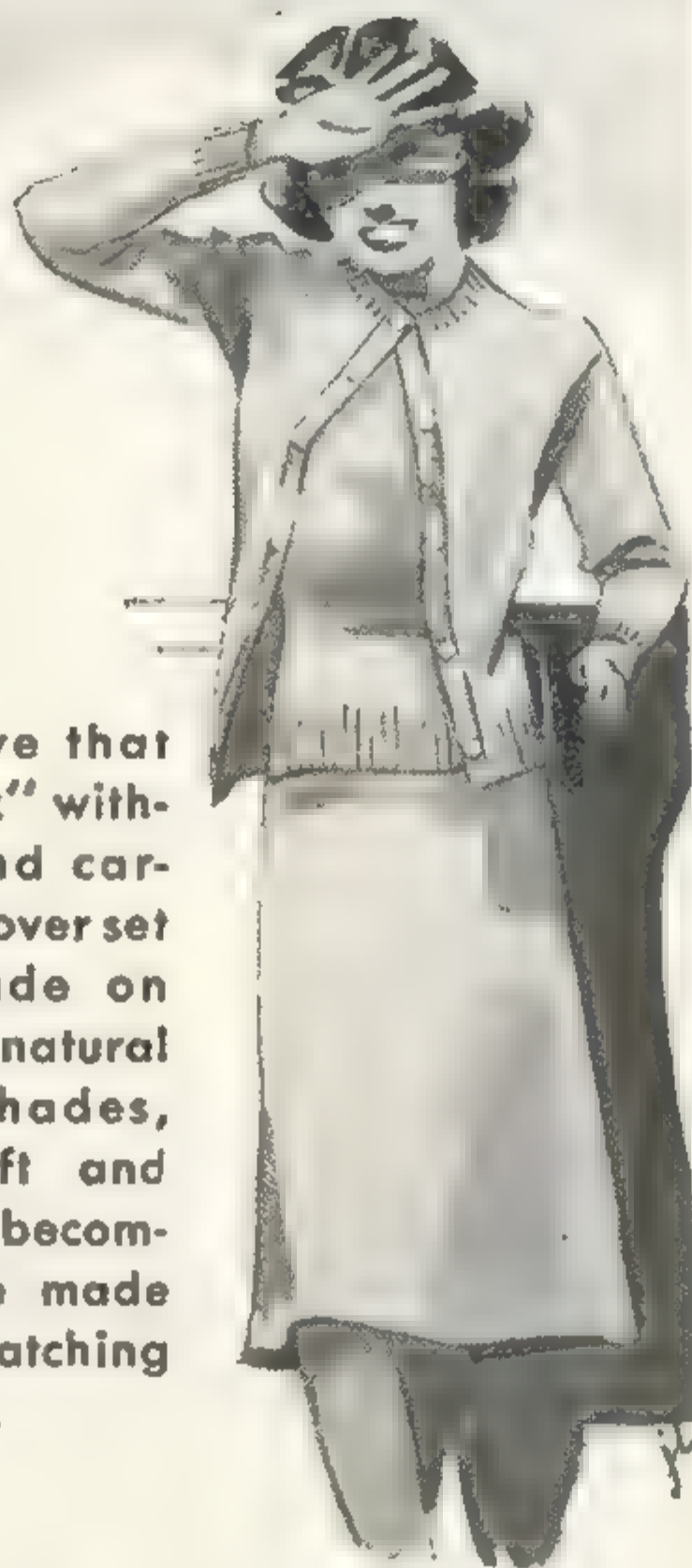


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VOGUE COVERS

Believing in ferries



Some sultry evening when the only breath of wind stirring in New York comes from an electric fan running wide open, gather your friends around you and jaunt down to the foot of Twenty-Third Street to take the Hoboken Ferry. For an unassuming nickel (that's if you go afoot; to transport a chariot costs a bit more), you can book passage. And at the bow of a ferry-boat, there's always a breeze.

Nor is the ferry ride, pleasant as it is with its views of New York and New Jersey sky-lines, its lowing salutes to other ferry-boats, its cool rush of wind and water, necessarily an end in itself. You can disembark where your ferry stops (the D. L. and W. Station Hoboken, or Fourteenth Street, also Hoboken, if you *did* get the *Hoboken Ferry*) and find yourself within ambling distance of some fine beer parlours. And if anything is more enjoyable on a hot night than a trip by water, it is an ice-cold, foaming, golden glass of beer at the end of it.

One of Hoboken's old-time establishments—established when Hoboken was a Hub of Commerce—is the Hofbrau House, full of old ship models and unpremeditated atmosphere. There they'll fill up the *Seidels*, bring you really excellent German food, if you find the river air has given you an appetite, and let you sing "Ein Prosit" and the other songs that go, like pretzels, with beer.

Meyers' Hotel, another Hoboken oasis, has recently been modernized with chromium and enamel—it has a little cellar that's perfect for large, happy groups. And, of course, Hoboken is polka-dotted with bar-and-grills and saloons that may amuse you if you're out for an interlude of what is called, by younger America, "pub-crawling."

Stream engines

In some ways, it's a pity that the Pennsylvania's and the New York Central's new stream-lined trains operating out of New York (begin-

ning June fifteenth) complete so swiftly their appointed rounds. We wouldn't mind spending far more than the requisite sixteen hours from New York to Chicago in one of the luxurious private rooms that have replaced the well-known Pullman berths.

The Pennsylvania is re-equipping four trains: the Broadway Limited and the General, the Liberty Limited and the Spirit of St. Louis. Everything is air-conditioned, of course. A sleeping-car is like a mobile series of hotel rooms-with-baths. A porter showed us jubilantly through his new domain: snapped on the lights from bright to moonlight-blue (for those who are superstitious about sleeping in the dark); switched on the radio, showed us the Murphy beds that let down out of the walls, the upholstered chairs that fold up and go under them at night, the desks, temperature regulators, plugs for electric razors.

Raymond Loewy designed them in cooperation with Pullman and Pennsylvania engineers. A Budd-built dining-car has a snug little bar at the end, two open dining-sections, and a sociable middle section with ivory leather banquettes. Coral-sand damask covers the tables, teakwood and walnut—the walls, rugs, and curtains are sea-green, and the kitchen shines with clean, gleaming nickel.

The New York Central's Twentieth Century Limited has similar luxuries, designed by Henry Dreyfuss: an inside telephone system so the porters can make table reservations; an octagonal barber shop in the bar-lounge car; photomurals giving a *trompe-l'œil* sense of space to the observation-car; coloured lights, little round tables, and dance programs to turn the dining-car into a night-club; and, of course, the private-room situation to glorify the sleeping-cars.

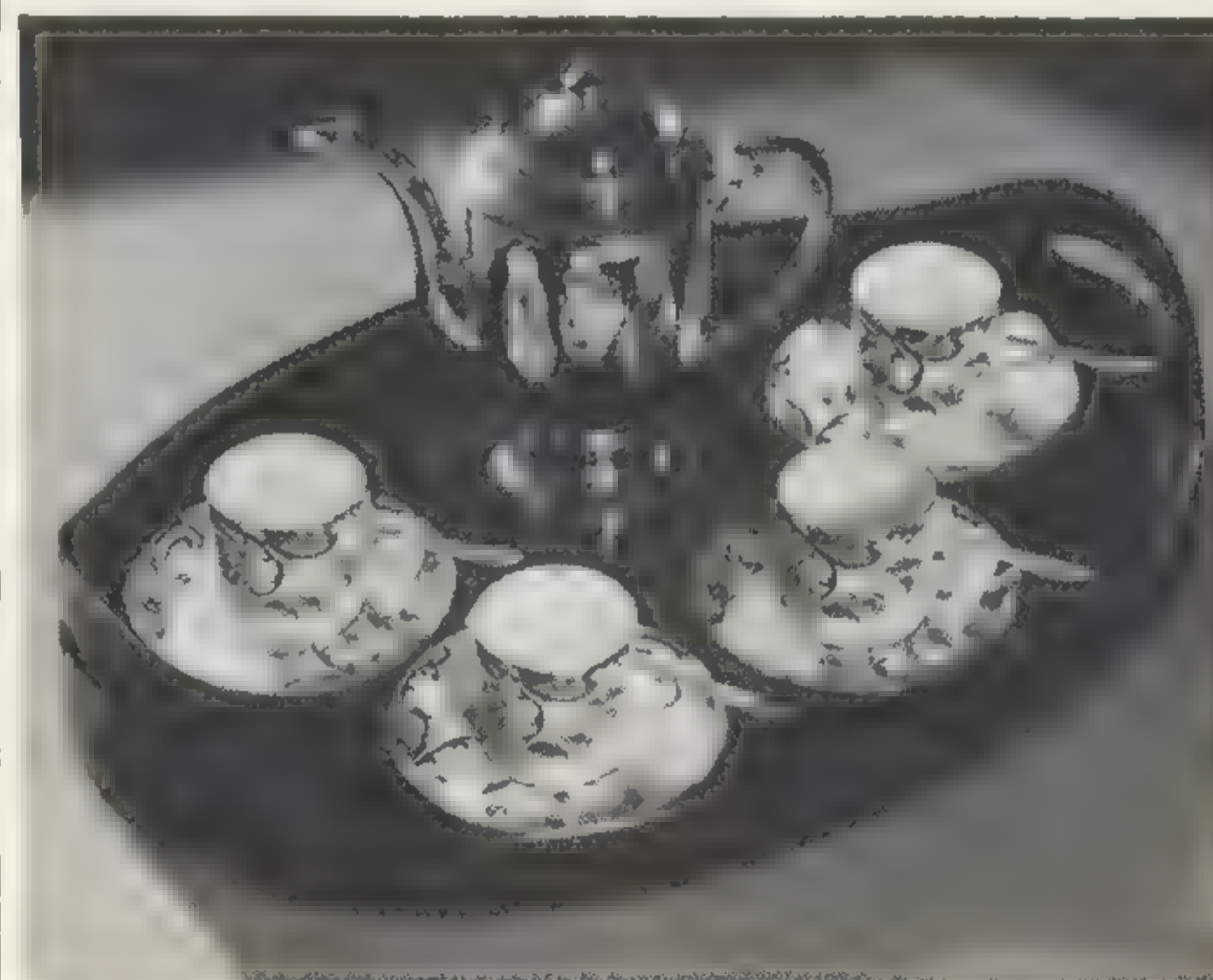
Tempestless teacup

If you're a real tea-drinker, you've probably exhausted yourself more than once, trying to order your tea as you like it. And you'll be glad to know, if you haven't found out already, how understanding the Sherry-Netherland is about all this.

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of the rarest blends and source teas that are grown. A whole table of them is drawn to your own, and you can choose from an impressive array of well-labelled canisters. Or you can custom-blend several of the source teas, if you prefer. Besides this, there are suggestions with each tea, telling whether it's best served with lemon, sugar, milk, or cream—a fine thing, if you like tea "comme il faut."

Hampshire habit

A lot of people picked up the Hampshire House habit last winter, lunching and dining in the beautiful restaurant. And now that summer begins to simmer, a new restaurant, the Cottage Room, on the second floor of Hampshire House, is attaching itself to every one's list.

It's as near to the country as you'll find this side of Central Park, due to Dorothy Draper's decorating. Big wall-paper roses clamber up the walls and over the ceiling. Colonial bay-windows look onto an interior terrace with espaliered trees growing against whitewashed walls. And the view of the Park through the long windows opposite is airily rural.

Naturally, the food is tempered to summer tastes: a cold buffet provides tureens of jellied soup, bowls of crisp, green salads, platters of cold viands, and several hot dishes for those who uphold the theory that warmth within makes you cool without. All this comes under a *prix-fixe* luncheon at about \$1.75, and dinner is à la carte.

Finally, in the cause of coolness, we might add that a julep is a work of art here, served in a frosted silver cup with dewy mint growing out of the top. Try one and render silent Yankee thanks to the Old South.



Chez Caviar

With its bogus arbour and trailing vines, the new Caviar Restaurant at 18 East Forty-Ninth Street makes you think of Le Jardin des Gourmets in London's Greek Street. But its menu will remind you of the Vendôme garden here in New York, for the culinary talents of Antoine Dadone are common to both. It was the success of his few tables in the Vendôme garden that prompted Dadone to concentrate future activities on the East Side. Hence the Caviar.

Of course, its very name and tradition compel one to try the Caviar's specialty at one end of the menu or the other. *Blini*, for instance—black beluga with pancakes and sour cream—becomes your favourite dish instead of just an experiment in Russian atmosphere. At this time of year, it's even possible to sample that rare golden beluga which the Soviet Commissars usually keep for themselves. When any of this is available in America, Dadone corners the market, wiring to Black Sea ports in the spring to keep up with the supply.

In the non-caviar department, none of Dadone's guests should ignore the Green Turtle Amontillado. And be sure to try *fraises à la Caviar* served from a chafing-dish, swimming in brandy and claret, over coffee ice-cream.

The dinners at the Caviar are surprisingly low in price, and there are excellent imported wines *en carafe*. Furthermore, it's possible to turn one's own apartment into a service flat through Dadone's good services. The custom of delivering dishes to fireside diners in heavy heat-retaining iron pots reveals one of the Caviar's pleasantest possibilities.

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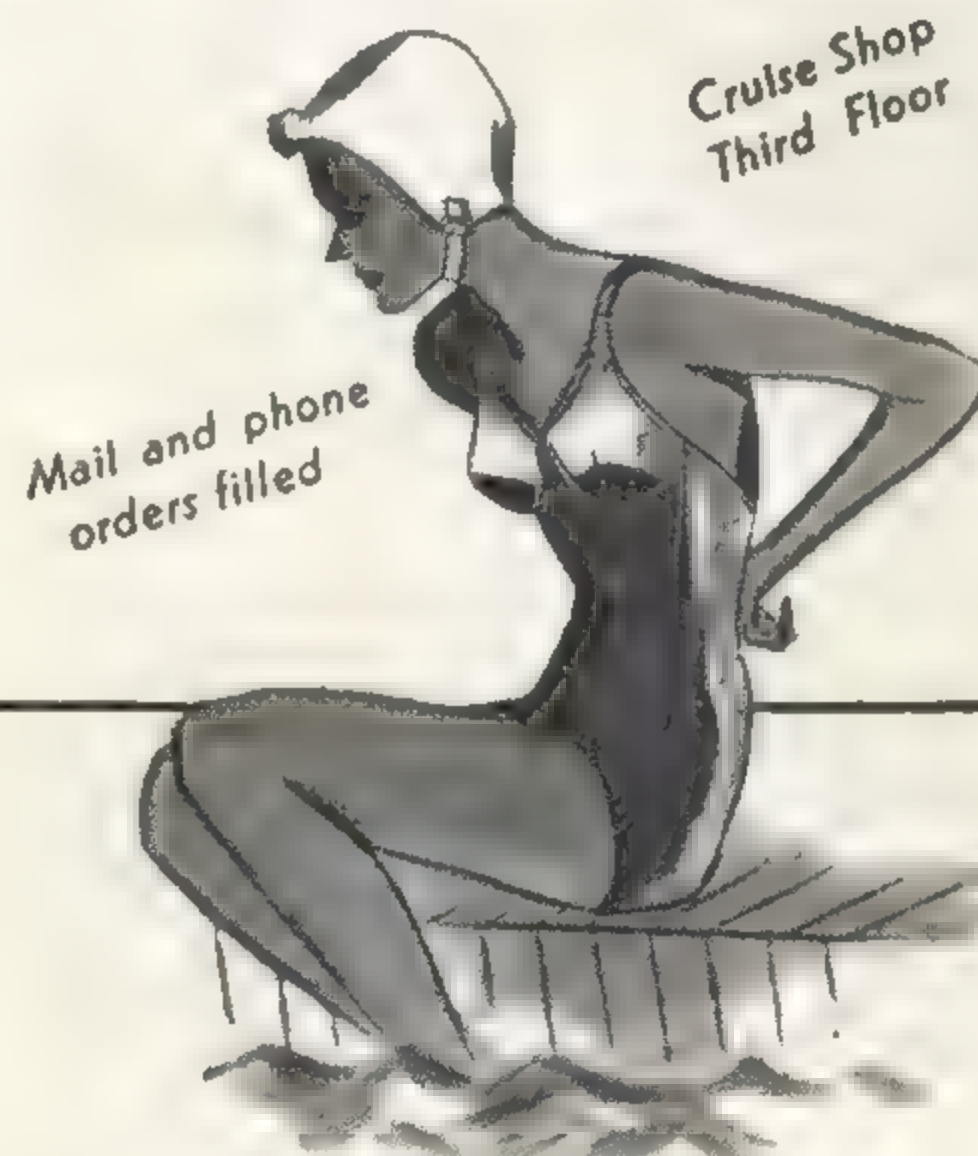
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To order send an outline of the foot and mention shoe size. Colors: Pure white as shown or light beige. Mention choice.

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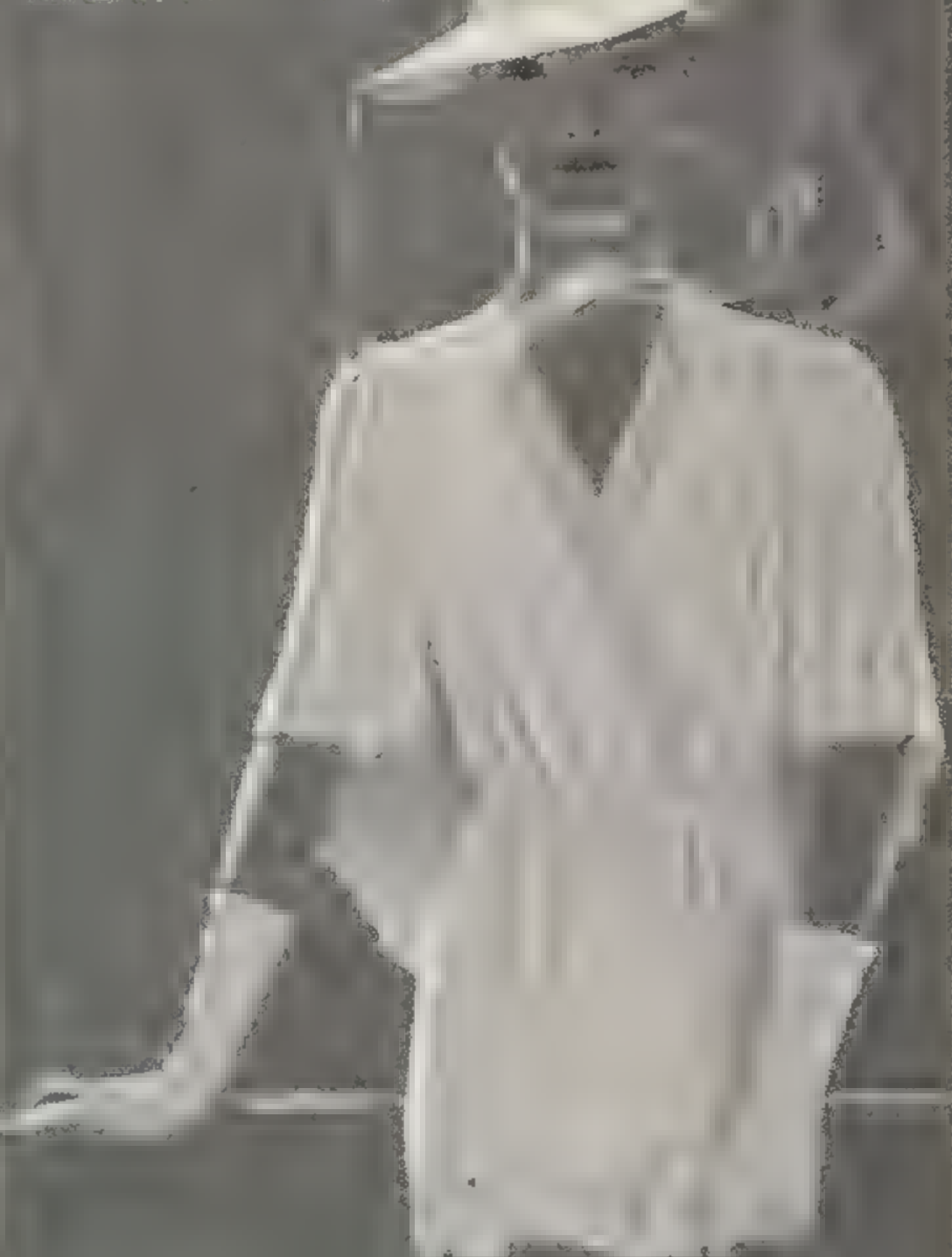


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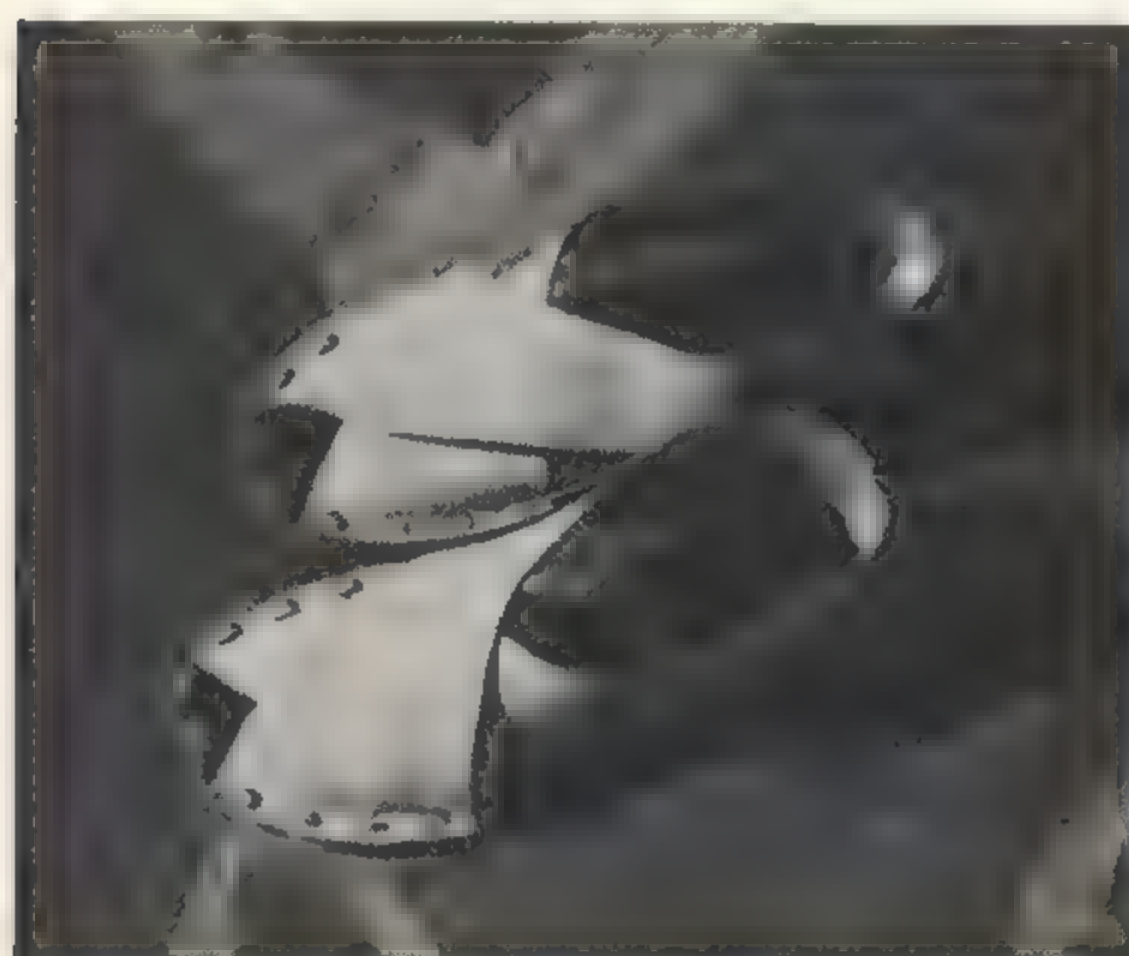
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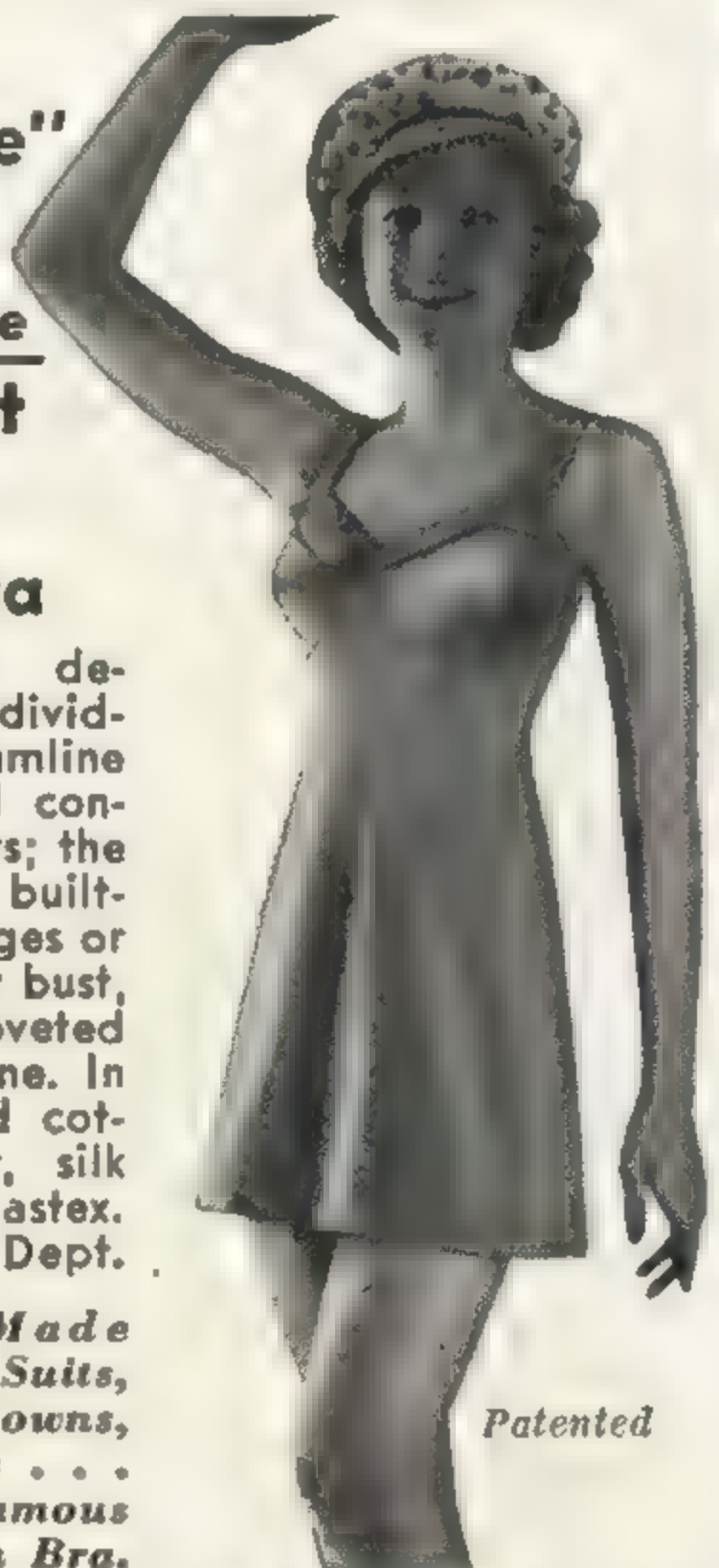
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TORONTO

WINNIPEG

SOCIETY

BIRTHS

NEW YORK

Hoxie—On April 5, to Mr. and Mrs. I. Richmond Hoxie, junior (Elaine M. Hine), of Woodmere, Long Island, a daughter.

Leech—On April 5, to Mr. and Mrs. Spencer Jennings Leech (Emilie T. Leshner), of Greenwich, Connecticut, a son.

Manning—On April 13, to Mr. and Mrs. J. Higginson Manning (Hilda C. Scudder), a daughter.

Parsons—On April 11, to Mr. and Mrs. William Parsons (Louise Bigelow), a daughter, Llewellyn Swayne Parsons.

Pope—On April 12, to Mr. and Mrs. James G. Pope (Carol Cantwell), a daughter.

Righter—On April 7, to Mr. and Mrs. Brewster Righter (Grace H. Wilson), a son.

Rockefeller—On May 13, to Mr. and Mrs. Nelson A. Rockefeller (Mary Todhunter Clark), twins, Joan Rockefeller and Michael Rockefeller.

Stillwell—On April 10, to Dr. Richard Stillwell and Mrs. Stillwell (Agnes E. Newhall), of Princeton, New Jersey, a daughter.

Wagstaff—On May 5, in New York, to Lieutenant David Wagstaff, junior, U. S. A., of Fort Riley, Kansas, and Tuxedo Park, New York, and Mrs. Wagstaff (Beatrice Cutting Wagstaff), a son.

BOISE

Davidson—On March 18, to Mr. and Mrs. Donald Davidson, a daughter, Nancy Fraser Davidson.

NEW HAVEN

Knipe—On April 9, to Mr. and Mrs. James L. Knipe (Danielle Rolin), a son, Peter Rolln Knipe.

POUGHKEEPSIE

Adriance—On April 2, to Mr. and Mrs. John Pierre Adriance (Barbara Loder Lane), a daughter, Mary Jane Adriance.

BIRTHS

SAINT JOSEPH

Parkinson—On March 24, to Mr. and Mrs. John George Parkinson, junior (Minna Quentin), a daughter, Joan Louise Parkinson.

SPOKANE

Barrett—On March 31, to Mr. and Mrs. Ford Slocum Barrett, junior (Virginia Hoxsey), a daughter, Virginia Ann Barrett.

Hamblen—On March 20, to Mr. and Mrs. Herbert Hamblen (Helen Whitehouse), a son, Laurence Harold Hamblen.

TORONTO

Gordon—On March 29, to Mr. and Mrs. Thomas A. Gordon (Jane Aitken), a daughter.

McLaughlin—On March 4, to Mr. and Mrs. Ronald R. McLaughlin (Marjorie McLay), a daughter.

TAMPA

Coles—On May 3, to Mr. and Mrs. A. Pickens Coles (Emala Parkhill), a son, Andrew Pickens Coles, junior.

Farrior—On March 29, to Mr. and Mrs. J. Rex Farrior (Lera Finley), a daughter, Jenny Finley Farrior.

Williams—On April 29, to Mr. and Mrs. Harry Williams (Teresa Menendez), a daughter, Harriet Ann Williams.

TULSA

Baker—On March 26, to Dr. Robert Baker and Mrs. Baker (Winifred Nichols), a daughter, Joan Baker.

Barnard—On March 24, to Mr. and Mrs. Horace Greeley Barnard, junior (Sally Moore), a son, Horace Greeley Barnard, third.

Kistler—On March 30, to Mr. and Mrs. William Leroy Kistler, junior (Ruth Gilliland), a son, John Phillip Kistler.

WINSTON-SALEM

Gray—On March 31, to Mr. and Mrs. Bowman Gray, junior (Elizabeth Christian), a son, Bowman Gray, third.

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THE SPINNING WHEEL, Redding Ridge. A Country Inn, open all year, 12:30 to 8 P.M. Spacious gardens. Danbury-Bridgeport Hwy. Route #58. For all who love to dine well and bountifully.

THE BARNACLE, Bradley Point, West Haven, Route 122 between New Haven & Milford. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and cocktails.

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First Prize: Miss Valentine Porter

Winners

THE winners—and laurel-wreath girls of Vogue's Third Prix de Paris! The quizzes and theses, the midnight-oil sessions, and dashes to the post-office are over. We give you the first prize winner, Miss Valentine Porter (tall and dark) of Radcliffe; the second, Miss Helen Hartman (tall and blond) of Bryn Mawr. And their reward—the beginning of a career. For Miss Porter, at least six months' work in Vogue's New York office and six months' in Vogue's Paris office, learning what makes fashion's wheels go round. For Miss Hartman, work on Vogue's New York staff for at least six months.

Besides these two top awards, we also bestow ten honourable mentions: Elizabeth Baker, Vassar; Jean Barnes, University of Pittsburgh; Marjorie Fitch, University of Minnesota; Maxine Gladding, University of Illinois; Edith Greiderer, Washington University; Dora Page, Syracuse University; Sarah Lou Taylor, University of Kansas; Mary Laura Vance, Northwestern University; Myrtle Walter, MacMurray College for Women; and Adrienne Wormser, Woman's College of the University of North Carolina. Nor is this the end. For those of you who will be college seniors in September opportunity will knock again—**VOGUE'S FOURTH PRIX DE PARIS WILL BE ANNOUNCED IN OUR AUGUST FIFTEENTH ISSUE**

*of Vogue's
Third Prix de Paris*



Second Prize: Miss Helen Hartman

VOGUE Incorporating Vanity Fair
IS PUBLISHED TWICE A MONTH

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AMERICAN, FRENCH, and BRITISH

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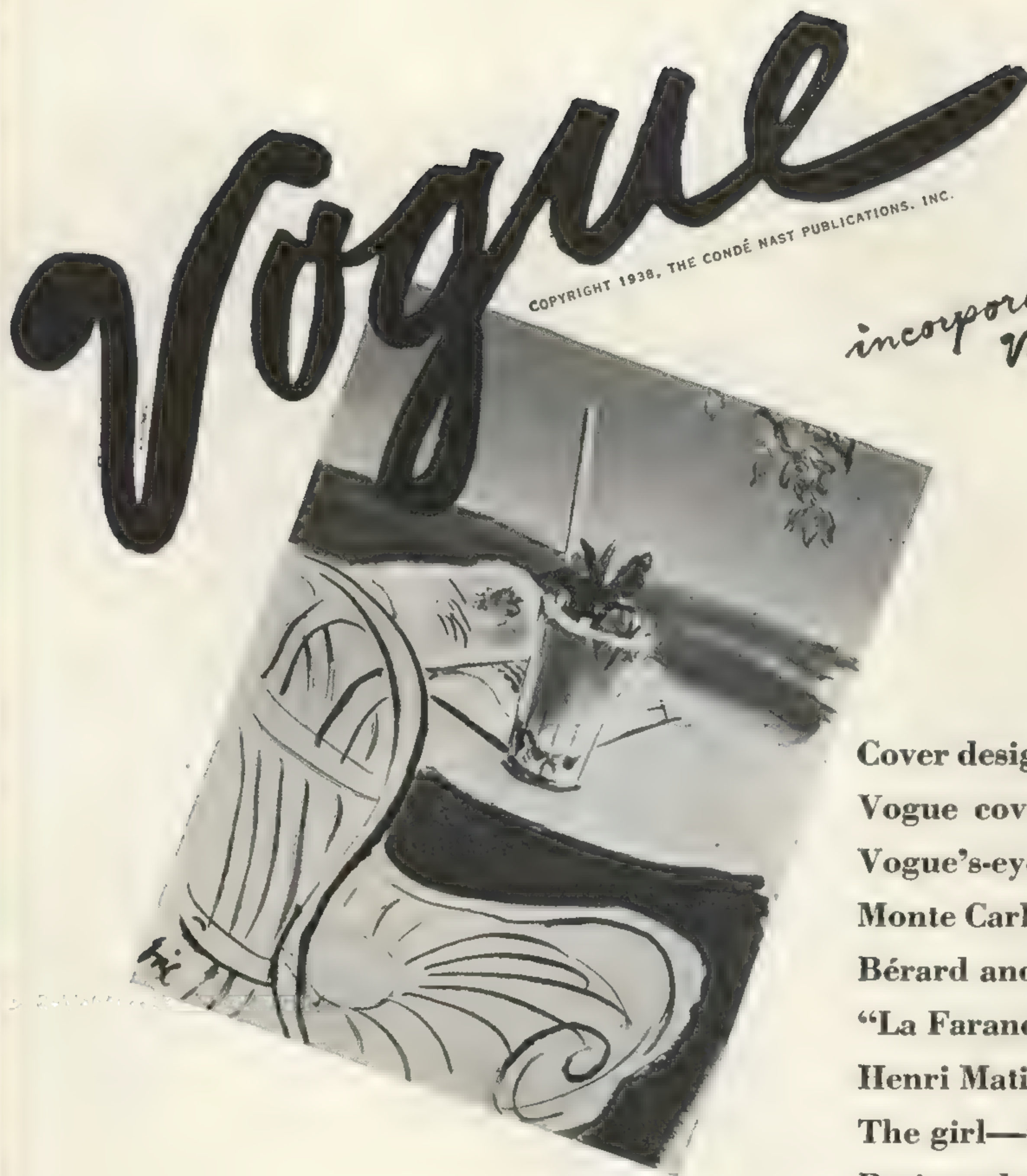
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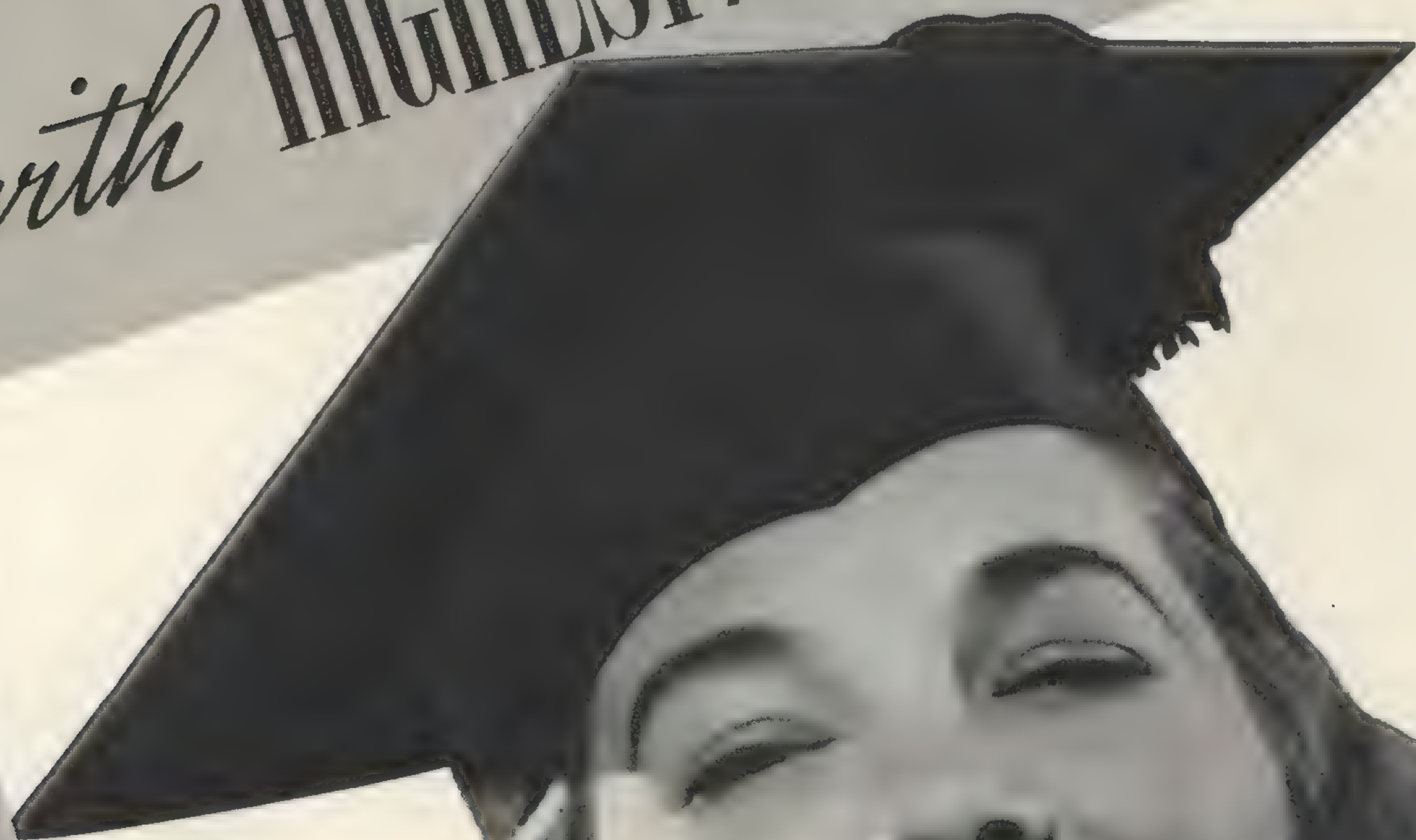
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June 15th

with **HIGHEST** honors



BRILLIANT COMMENCEMENT for a new day lurks in the sparkling depths of a glass of Heinz Tomato Juice—chilled to mid-winter frostiness. Here's a beverage with a diploma—won at the nation's breakfast

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HEAD OF THE CLASS—The seedlings from which Heinz "Aristocrat" Tomatoes grow receive their elementary culture under glass; the fruit is developed to maturity by the sun in a summer-long session out-of-doors.



57



UNDERWOOD

VOGUE'S-EYE VIEW OF HARVARD'S-EYE VIEW OF VOGUE

At last, Vogue has been able to do something for young college men. (For young college women, we have the Prix de Paris and the annual College Issue.) True, our part this time is a passive one—we just went along our own way, quietly reporting fashions. And all unwittingly, we inspired the *Harvard Lampoon* to issue a devastating parody of "Vogue, incorporating a vestige of Vanity Fair"—rendered with the fiendish glee which seizes all men, young college ones or otherwise, when they have a chance to take a poke at the vagaries of feminine fashions.

Above, the *Lampoon* cover, hatching a new hat. (Men think all women's hats are hysterical.) And the *Lampoon's* orientation of the waist-line. (Possibly a little wistful; men have only *one* waist-line.) At the left, John Harvard, benign and uncomprehending. And below, snaps from the fashion show, presided over by Elsa Maxwell, with which the *Lampoon* launched their Vogue issue. Bare feet, biceps, and broccoli were chic.





DALÍ'S own painting for "Tristan Fou," one of the new World-Art ballets to be done in London, Paris, and New York

MONTE CARLO: TRAINING CAMP OF THE BALLET

IN the spring, when the Ballet is in training at Monte Carlo, the town almost forgets baccarat. The croupiers fall madly in love with the ballerinas. The clerks in the hotels spot at sight Massine in khaki trousers, with a fillet holding his hair, spot the little twelve-year-old star, Irène Fabergé, whose grandfather was court jeweller to the Czar. To the rehearsals come visitors from house-parties, brought by Mademoiselle Chanel or Comtesse Jean de Polignac or Princess Jean-Louis de Faucigny-Lucinge. Criticizing on the side-lines are red-bearded Bérard; Matisse with his banker dignity; gaunt Salvador Dali; Comte Etienne de Beaumont. And after rehearsals, informal suppers at "Quinto" are crowded with the whole young enthusiastic dancing troupe—full of White Russian sentiments, although eighty per cent. of them are not even Russian.

With new American backing, the Ballet Russe de Monte Carlo (which is at the moment called the World-Art Association) has added several exciting works to its roster. "Gaité Parisienne," a light-hearted piece danced to Offenbach, with costumes—all frills and buttoned boots—by Comte Etienne de Beaumont. "Beethoven's Seventh Symphony," for which Bérard did the sets and costumes. "La Farandole," with sets by Matisse. Hindemith's "Nobilissime Visione." And other ballets with music by Auric, Markovitch, and Poulenc.

But, of all the new ballets, the most incredible is the Dali ballet, based on the theme that Tristan, as the prey of love, was destroyed by love. For a while, Dali could not decide whether to call it "Tristan Fou" or "The Praying Mantis," whether or not to have Tristan patterned after Harpo Marx, in floating white lace. Some dancers do not even dance—parading around instead, with great horizontal growths held up, of course, by crutches. One of Dali's own sketches of this phenomenon is on this page. (There is more about the ballet on page 78.)



SCHALL



Mlle. Markova, at the top of the pyramid, rehearsing the Beethoven ballet



At the Faucigny-Lucinge party: Mlle. Danilova, Salvador Dali, Mlle. Chanel, and Georges Auric



Twelve-year-old Mlle. Irène Fabergé, in her army orderly costume for "Gaité Parisienne"



Mlle. Roudenko showing steps to Boris Kochno and Massine, collaborators on the production



Comte de Beaumont, the designer, arranging the skirt of Mlle. Tarakanova, London's favourite

Practice and parties



BÉRARD AND BEETHOVEN—These are Christian Bérard's own sketches for the costumes and décors of the new ballet with the Seventh Symphony as its musical background. The libretto calls for both the creation of the world and its final destruction by fire. Bérard's costumes are more imaginative than any he has designed before; goddesses, simple and beautiful; and a mustard-grey serpent in Paradise with its great long tail filled with bouncing rubber balls



MATISSE'S own sketch of monumental dancing figures for the backdrop of "La Farandole," the ballet to which he has contributed not only the costumes and décor, but also the libretto. The corps de ballet, in tights of these same yellows, blues, and pinks, will dance to the discordancies of Shostakovitch's Russian music



Henri Matisse 38.



WITH HIS FAVOURITE BIRD

Henri Matisse

TWENTY years ago, Henri Matisse went to Nice to cure a cold. He has remained there ever since, inspired by the sea, the sun, and the rococo splurge; content with his view and his birds. The view he has painted over and over again, the birds never. They live with him in his apartment, high up in a lovely old pink building, with an elevator that works only if you have a key. One window of the apartment looks out over the noisiest, most cheerful market in all France, the other over the calm blue Riviera waters.

The water window belongs to the birds. There in a room papered with rare Matisse paintings, hundreds of birds, in cages silhouetted against the sun, sing their clear, definite, and constant songs. While Matisse paints, they sing to him, but whenever the troupiale, his favourite bird, begins Matisse stops work to encourage him from the studio door.

The studio is far more like a salon, with plants, beautiful old pieces of furniture, charcoal studies of works in progress, and a mannequin's stand, left in place, with the posing dress thrown over a chair. At the moment, the dress is a brilliant Scotch plaid, quite pre-War, and the chair always has safety-pins in it to mark the exact pose. These days, there rests on his table the *maquettes* for the ballet, "La Farandole," sketches showing the beautiful white curves of the set, and the brilliant back-drop, which you can see on pages 28-29, with its design in blue, yellow, and rose.



THE AVIARY—BALLET STUDIES ON THE WALL



THE STUDIO—PAINTINGS IN PROSPECT ON THE WALL







HORST

THE GIRL: Miss Angelica Welldon

THE HAT: One of the new, high-crowned slouch felts, in a vivid pink—to go with informal suits. Lilly Daché; Marshall Field

THE GLOVES: Soft, soft suède, a shade or two darker than the hat. Lilly Daché; Marshall Field

THE JEWELS: Two pear-shaped diamond clips; one magnificent large clip; a diamond bracelet. Tiffany and Company



THE GIRL: Madame Estrella Boissevain

THE HAT: Reboux's significant, perching little Breton, white straw with a blue bow. Saks-Fifth Avenue, New York; Chicago

THE DRESS: A simple slip of white crêpe, pleated like a concertina. Saks-Fifth Avenue, New York; Chicago

THE JEWELS: That new-looking combination, pearls with diamonds, in earrings, a clip, bracelets. Cartier

THE sun shines, the chestnuts are in blossom, "Snow White" has finally reached the Champs-Élysées, the franc is down, but French spirits are up—despite changing maps and changing governments. It's no frantic before-the-deluge sort of gaiety, but a natural happy reaction to beautiful weather in a beautiful city full of beautiful clothes...thanks to the Mid-Season Collections.

Not many new places to go to or things to see. Much talk about the opening of the Comédie Française's "Ruy Blas," with *décor* by Victor Hugo's grandson, Jean Hugo; about the exposition of three hundred years of American art at the Jeu de Paume. Scores of foreigners in town: Madeleine Carroll and her husband, Captain Astley; Frederick Lonsdale, Lady Stanley, Countess Kurt Haugwitz-Reventlow, Mrs. John C. O. Marriott, Mrs. Mario Pansa, Prince and Princess Karam of Kapurthala.

At the opening of the "Ambassadeurs"—countless new dresses from the Mid-Season showings. Many new leaf prints from Schiaparelli (her whole collection burgeons with foliage). Several of Chanel's all-white bouffancies—baby dresses of net like that on page 40. On Madame Laffon—Schiaparelli's cape with the most exaggerated shoulders in years. From what both Schiaparelli and Vionnet are doing—it looks as if shoulders will be very husky come autumn.

Those toy-size doll hats (page 37) on many French heads already—and what a fine solution they are to up-swept hair. Here and there, a few big hats. Suzy's huge black felt Breton, veiled in white, on Madame Lari-vière and Baronne Philippe de Rothschild. Two-toned box-calf sailors. White Panamas draped with hand-painted chiffon motor veils, very 1900. Reboux's sports hats of pastel velvet.

Distinctly schoolgirlish—most of the day clothes in the Mid-Seasons. Simple dark suits with white collars or blouses. Short box-jackets worn over plain or printed dresses. Chanel's blue jersey box-jackets, bound with white braid—both Madame Sert and Countess Reventlow wear them. Maggy Rouff's pastel suède box-jackets. And, on warmer days, Patou's natural tussur jackets, or Lanvin's short or long coats of white rayon.

Always a little nonsense in accessories. Beetles or strawberries embroidered on Schiaparelli's revers. Quite a bit of embroidery. Buttons like leaves, caterpillars, stag heads, tree-trunks, gold acorns. Mainbocher's flower buttons, made of mother-of-pearl. Copper and brass belts at Alix's. White celluloid belts on Balenciaga's nice day dresses. Lelong's gold metal bracelet from which dangle three chains with rings—one each for three fingers. Lanvin's wide day sashes. Chanel's necklace of glass globules you'd swear were soap-bubbles.

Evening clothes that please the men: bare shoulders, small waists, fullish skirts, brushed-up hair, lots of jewels. A spectacular Chanel dress made entirely of red horsehair net dancing at Vicomte Benoist d'Azy's Monday night at the "Ambassadeurs." Molyneux's beautifully pleated dress of yellow crêpe. Paquin's handkerchief linen dresses cut with as much dignity as lamé. Patou's unusual dress of pistache-coloured net...worn by a new beauty, Madame Vernes. The Duchess of Windsor in a black-and-white silk organdie dress from Mainbocher.

Almost universal now—high-brushed hair. More bow-knots than flowers tucked therein. Cartier's coral hand clutching a black flower holding up Comtesse Jean de Polignac's back hair. Molyneux's flower leis, or Maggy Rouff's flower garlands around many necks. Flowers wound around wrist and upper arm. A diamond serpent necklace on the Duchess of Windsor. Velvet dog-collars on Madame Ralli and Comtesse de La Mous-saye. Gloves on every hand: black net or lace ones; brilliant satin ones; pastel jersey ones; short white net ones. A cape of multicoloured satin ribbon on Madame Lopez. A cape, half of beige fox and half of grey fox, on Princess Kapurthala. Diamonds—star jewels of the moment. And, on feet, beautifully draped fabric evening sandals or thick, thick clogs.

Paris and the Mid-Season Openings

CLASSICISM OR COQUETRY: the Mid-Season Collections let you choose. Opposite, Chanel provides a study in contrasts. The first dress, a statue of deep blue crêpe, has a straight skirt, a low waist-line, and a draped scarf.... The other, a confection of lace and muslin ribbon, has a full skirt tiered like a wedding-cake; a veil caught with multicoloured flowers





Party-favour hats from the Paris Mid-Seasons



Hour-glass felt hat
tied with foulard scarf
to match day dress -
all from Schiaparelli



New answer to
up-swept hair - Schiaparelli's
tiny felt fedora with green leaves.
J. Magnin, California



Toy-sized topper
for high-brushed hair -
Schiaparelli's
black felt with
pink ribbons

Opposite - Reboux's
Lilliputian hat of straw
ruching that sits over one
eyebrow and trails two streamers



Schiaparelli's
crushed top-hat,
black felt and velvet ribbons.
Madame Pauline,
J. Magnin, California

*From the Paris
Mid-Season
Openings*

MAINBOCHER'S WILLOWY SKIRT on this page—proof that you can go on being as narrow-minded as you please about evening skirts. A mere slip of black crêpe with a lace scarf. Imported by Bergdorf Goodman

ALIX'S WIDE SKIRT on the opposite page—evidence that you can be as broad-minded about skirts as you please, too. A bouffant dress made of alternate rows of black and magenta-red moire ribbon, with a succession of bows in back. Boucheron jewels







LACE BOWS IN CHANEL'S MID-SEASON COLLECTION—tacked on an angelic dress of white net, propped out with many a petticoat



ANDRÉ DIRST

RIBBON BOWS IN LELONG'S MID-SEASON SHOW—lavender dotted ones on a dress of layers of pastel silk organdie. Bonwit Teller




ANDRÉ DURST

MID-SEASON FOLIAGE. Schiaparelli twines enamelled leaves around the girdle of a crêpe dress in lavender-pink and blue. The cape is half pink, half blue; the Schiaparelli sandals are bound on with scarfs



MID-SEASON FLORA. Paquin's dress of flowered handkerchief linen and yellow lace—a worldly dress for all its ingenuous fabric. Imported by Henri Bendel. More flowers cluster in her hair. Jewels from Boucheron



Plot for

White and navy-blue -
bareback beach dress of Ameritex
white piqué; blue bolero.

Franklin Simon

All-white dressmaker suit
by U. S. Rubber; wool rope rigging.

John Wanamaker

Petunia-pink and white -
a simours Seamolds suit,
of satin Lastique.

Bloomingdale

play

Pink and mauve - halter pyjamas
and cardigan of linen crash,
bright-banded; Designed by
Brigance for Lord and Taylor



White and blue - a suit
with rubber cornflowers,
sharkskin bandeau and
shorts. Designed by Brigance
for Lord and Taylor

White sharkskin coat
like a cavalryman's,
for beach or evening.
Franklin Simon



Grayson



SHADED BLUE FOX—one of the legion of new light furs you'll see this summer—makes this jacket. At the top, the blue fox is light; at the bottom, dark. Here it's worn by the English actress, Margaret Viner, who played in "Once Is Enough" with Ina Claire. Jacket; Russeks. Jewellery from Marcus

I'm going to be different

by Patricia Collinge

IT'S nice on the beach. Nothing but sand and sea and sky. The wide, eternal, cerulean, limitless, utterly empty sky. It's just the place to think. And plan. I can plan all the things I mean to do next winter that I meant to do last winter, and the winter before that, and before that, and as far back as I can remember, which is much too long.

But next winter it will be different. Next winter I'm going to make good. I'm going to put my shoulder to the wheel. No more fooling around. I'm going to be executive, I'm even going to order the meals. And what meals! I'll be one of those people you read about...one of those people who have cooks that get written about. My cook is a Croatian. My cook is an Aztec. My cook is an idiot. I'll be one of those housekeepers, up in the morning, out in the daytime, and down in the afternoon.

And I'm going to entertain. I'm going to enlarge my view-point, and widen my social scheme. And I'm going to manage the house. I'm going to manage the house until no one can live in it. Wax on the furniture, and everything is going to be neat. Even that closet. I'm going to take everything out of that closet if it's the last thing I do, which wouldn't surprise me. I wonder what's in that closet, anyway...or who?

And when I've found that out, I'm going to look into my soul, only I'm going to see to my clothes first, and no nonsense about *that* next winter. No one is going to catch me running out on Monday morning to get something to wear to dinner Monday night. I'm going to have my wardrobe all planned, and I'll be all set for anything I want to go to, always provided I get invited. I'll have the right thing for every occasion, and I'll have one good dress and accessories. Nothing succeeds like accessories, and there's nothing like one good dress, except two good dresses. Or ten.

And then I'll do something about me. I'll be chic, and my friends will be proud of me. Bewildered, maybe, but terribly, terribly proud. And I'm going to read, really read, not all this skipping around and Kathleen Norris.

I'm going to be well informed, I'm going to keep that glazed look out of my eyes at parties. Maybe if I know what they're talking about I won't get that look. I'm going to be serious. No more snickering in public, or in private either. Who ever saw Napoleon going around snickering? Or Greta Garbo? No one who ever amounted to anything ever did anything but look straight ahead and say "No" to everything. Next winter I'm going to say "No" a lot more. "No, I won't put you through college." "No, I won't buy any vacuum cleaners." "No, I won't have any Scotch." I must start practising that. Practise makes perfect, and practically no friends.

And next winter I'm going to work, regular hours and no stopping to chat. And no more staying in bed with the debris of a lifetime around me. I'm going to write at my desk...right at my desk...writhe at my desk...oh, the hell with it. That's the kind of a mind I've got, and I'm going to do something about that, too. Clean it up, for one thing. Like that closet. Goodness knows *what* I'll find.

Next year I'm going to be different. I said that last year, but this year I mean it. I'm going to stop worrying. I won't let little things constantly upset me, and I'll mind my own business. What do I care what it is that the people up-stairs have that goes...ba-rump, ba-rump, ba-rump every afternoon when I'm trying to take my nap. I'm going to be above such things. Supposing they *are* training a horse, what is it to me?

Idle curiosity will have no part in my next winter's plan. And maybe by then they will have that horse all trained so that I won't have to wonder. They may even have learned that Viennese waltz by next winter, who can tell? But even if they haven't, I'm not going to care. I'm going to ignore it. I'm going to be wise and kind and tolerant, and no one will know me. Probably no one will want to know me.

It's nice on the beach. I can dream and think and plan. Just look at those sea-gulls up there, will you? Just wheeling around and around and around. In circles.



After your afternoon swim -
soft feminine blouse sleek masculine slacks
of violet linen. Bonwit Teller, Marshall Field

For dinner at home -
white crepe one piece pyjamas,
gaily Indian sash, many jewels.
Bonwit Teller, Marshall Field



Bloused upper half,
tailored lower half -
one-piece suit of India straw
silk. Leather belt. Jay-Thorp.



Sunday night in the country -
frilly rhumba blouse, strict slacks of
pale blue Celanese rayon. Jay-Thorp.

MEXICO ON \$500

By ALICE-LEONE MOATS

UNTIL very recently, when we mentioned living in Mexico, some one was sure to say, "I've been to Mexico. I once spent an evening in Tia Juana." Now things have changed, and the stock phrase has become, "I am dying to go there!" Suddenly it has become *the* place to visit. Almost overnight, Americans decided to penetrate further into the country than the honky-tonk border towns, and Mexico has become a tourist Mecca.

However, the Tia Juana-Agua Caliente idea is still in the tourists' minds. Having begun to think of Mexico as a place where one went to gamble, play the horses, and get drunk, Americans continue to believe that the entire country is just one big Agua Caliente.

Actually, all gambling is forbidden, and there are no horse-races. (We did go to one once that was scheduled for eleven a.m. At two-thirty, an unhappy-looking nag appeared, looked around, and disappeared. The generals who owned the horses had quarreled and were too busy fighting it out to bother about racing.)

As an opening wedge in a proposed prohibition campaign, there is a law forbidding the sale on trains of any liquor more intoxicating than beer. Most of the bars close at ten at night, and there are only two or three night-clubs in the capital, and none elsewhere. The low dives are very dirty, not picturesque, and given to shootings.

So you see, if you are looking for *hot-cha* night-life, Mexico is scarcely your dish. However, if you want to take a delightful trip not too far from home, to visit a country entirely different from your own in scenery, culture, and civilization, you couldn't make a better choice. And it isn't an expensive jaunt. It is possible to take a

twenty-day trip (three days each way in the train and a fortnight in Mexico) for five hundred dollars, including everything, even a wardrobe.

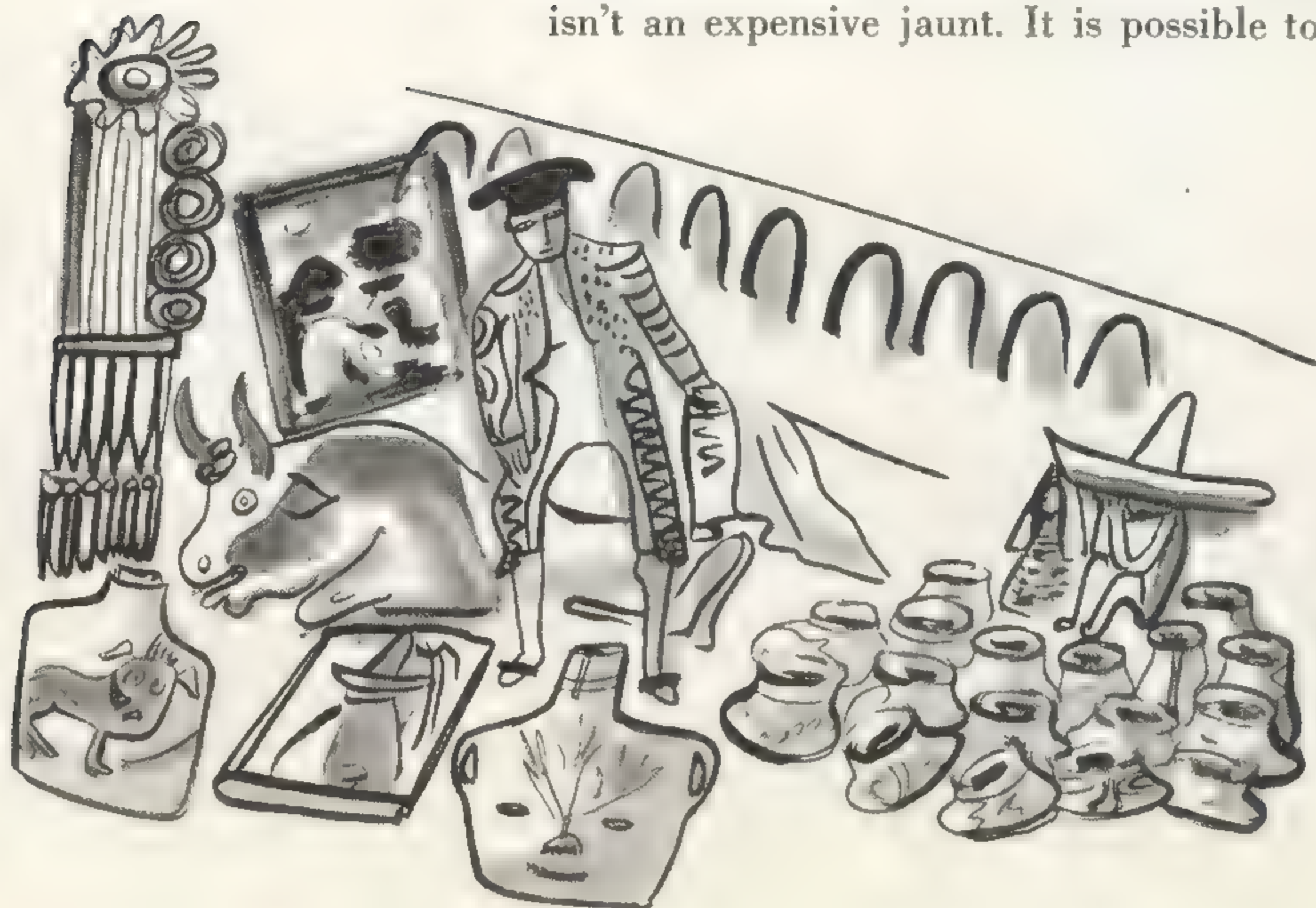
CLOTHES: What you will need in Mexico City *at any time of the year* is a light wool coat in a dark colour, with two silk or very light-weight wool dresses. The accessories should be: a hat with a small brim to shade the eyes; a pair of solid, very comfortable low-heeled shoes for sightseeing; two pairs of thin lisle stockings, which are easy on the feet for long walks; a large pocketbook with a place to put paper money, and a roomy change-purse for all the silver pesos and coppers you will collect; two pairs of gloves that you can wash out at night yourself. If you have no friends in Mexico City, you will have very little need for an evening dress. If you have friends, take a simple black dress with a little jacket, which we will assume you already have in your wardrobe.

For out-of-town excursions, the requisites are: two wash dresses—cotton, linen, or silk—and a bathing-suit. You can buy a big straw hat and espadrilles anywhere in Mexico. Throw in an old sweater and take your second best undies so that you won't have to worry at all about how they are laundered.

These, with an extra pair of high-heeled shoes to wear in town (you surely have them on hand) are literally all that you will need. While travelling, wear a suit and a sports hat, and carry an ancient tweed coat, as it will come in useful on motor trips. Everything new that we have mentioned could be bought for less than ninety-five dollars.

TRAVELLING EXPENSES: One dollar is the cost of the tourist card, which you obtain by going to the nearest consulate, passport in hand. Then, having bought the guide-book, *Off to Mexico*, for \$4.75, which will save having to hire a guide, you will have almost everything you need to take along with you.

A round trip, thirty-day railroad ticket with lower berth both ways, costs \$175 from New York to Mexico City. The nearer the border you live, the less it will be. If you like the sea and have time to spare, there are ships from New York to Vera Cruz. The round-trip fare by boat, including railway ticket and Pullman from Vera Cruz to the capital and back, is about \$165.



Twenty-five dollars will cover your food and tips to porters both ways. We know, because we have made the trip countless times, spending much less. This means that the clothes and travelling expenses together are three hundred dollars, leaving you two hundred to spend once you reach Mexico.

Write ahead to the hotels for reservations, getting the rates in each one, or it will be impossible to do the trip economically. We have made out an itinerary, which should help you to figure when you will be in each place and thus be able to get your reservations.

The train gets to Mexico City at night. Go straight to your hotel and get into bed. Don't overdo the first days, as the altitude plays strange tricks on tired travellers.

MEXICO CITY: Here there are two small, very nice, hotels with reasonably-priced rooms:

The Carlton, Ramos Arizpe #22, is near the centre of town, but quiet, as it faces a very pretty little square. A large room with bath costs ten pesos a day. (A peso is twenty-two cents in American currency.) The breakfasts are *à la carte*: seventy-five centavos will get you orange-juice, coffee, and toast. Other meals are \$1.50.

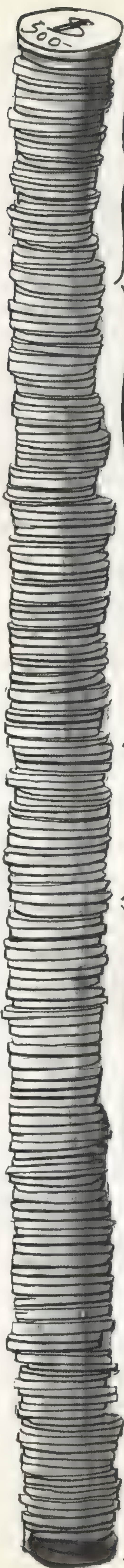
The Casa Real, Napoles #9, is in the residential district and very sunny and quiet. A small room with bath is eight pesos a day, including breakfast. They serve no other meals.

In case you should prefer to stay at one of the larger hotels like the Reforma or the Ritz and economize in some other way, their rates are fifteen pesos a day for a single room and bath.

FUN FOR LITTLE MONEY: Since you will want to do something in the evenings, here are a few suggestions. Taking in all of them won't cost much.

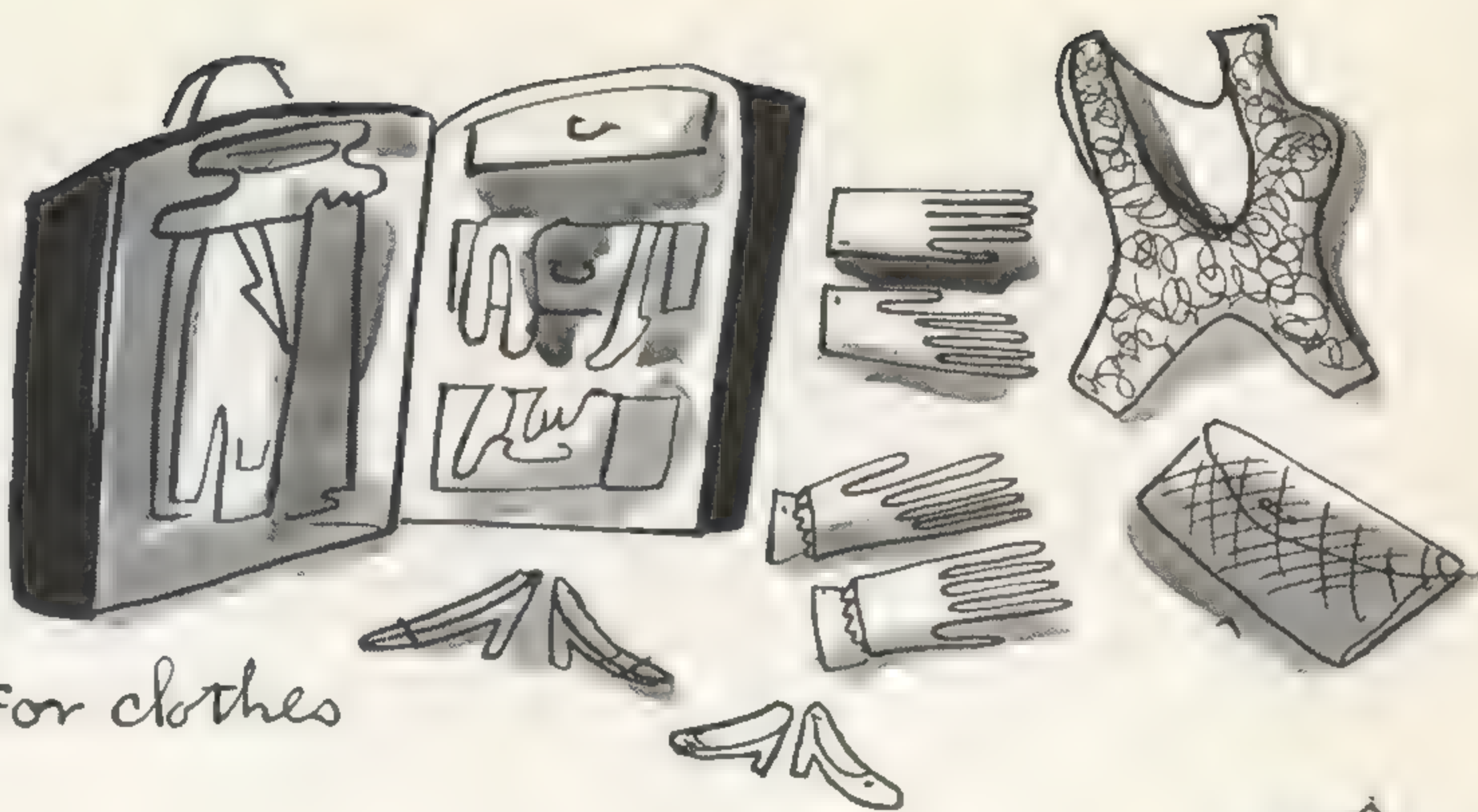
You will probably visit the Frontón, where they have the *pelota* or *jai alai* games, twice. As you will be in town only one Sunday, that will mean one bull-fight. You might go to the rodeo at the Rancho del Charro, which also takes place on Sundays, but in the morning. Visit each one of the night-clubs: El Retiro, Manolo's, the Tap Room (Hotel Reforma).

A couple of evenings when you feel tired, but not sufficiently so to go to bed, you might drop in at a movie where you will find new and good American pictures. (Continued on page 82)



\$95

For clothes



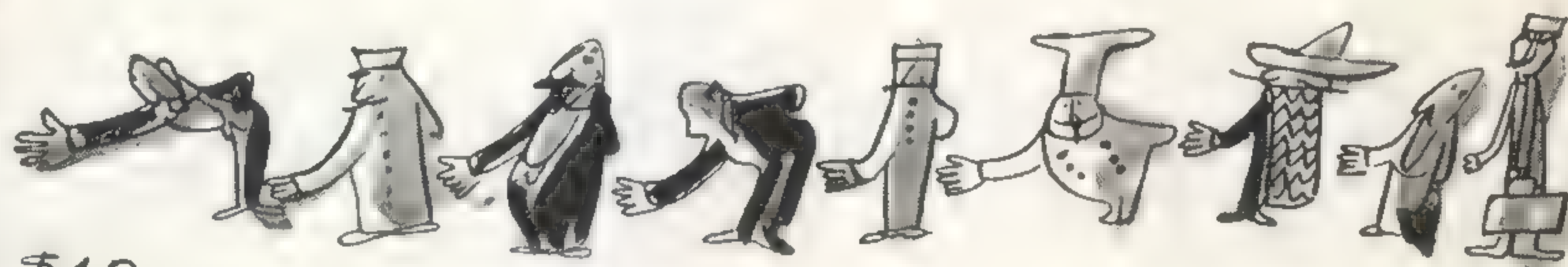
\$200

For travel (and food while travelling)



\$12

For tips



\$100

For the hotel in Mexico City



\$93

For food and amusement in Mexico City



Down Petticoat Lane go a bevy of
dresses. First: Petticoat ruffles on a
white dotted Swiss dress. Black
velvet draw-string. Bergdorf Goodman

Second: A petticoat flounce,
a camisole top with bow-knots on a
seersucker organdie dress. Velvet jacket.
Saks. Fifth Avenue, New York; Chicago

Third: Like the bicycling petticoat your
mother wore - a pleated silk piqué
skirt on a corselet band. Crêpe shirt.
Saks. Fifth Avenue, New York; Chicago







Frilly—a hostess gown of white silk organdie, Talon-fastened, with rickrack, ruffles, and bows. Under \$25; Lord and Taylor; I. Magnin, California

DINNER AT HOME Maybe it's all mental—keeping cool. But part of it, we think, is optical. Come down to dinner looking as cool as frappé, and you can take any one's mind (your own, your husband's, your guests') off the heat. There's no place, either, like home for accomplishing that cool look. No time like summer, either, for accomplishing it on next to nothing...witness these dinner-at-home ideas we've found for you here. One night, that frilly, fluttery whiff opposite. Another, this tailored one below. And, certainly, some night those sleek white pyjamas worn with a ballooning schoolboy blouse (page 48). Or some of the ensuing suggestions:

Wear, with a frilly hostess gown, a lace shawl over your hair—reaching to your shoulders, held on by a rose. Shelter your shoulders with a shawl of dotted Swiss, edged, perhaps, with cerise velvet binding.

Around your neck, sling a boa of cut-out print flowers—to match the print of your costume.

Tie a big cotton lace kerchief around your head, and dangle its twin from your hand.

Capture your curls in a snood of bright cotton. Or pin a velvet bow with long streamers at the back of your neck.

Wear those entertaining thick-soled sandals, dyed to go with your dress. And stockings with a wide, wide mesh.

Have a tremendous, wide skirt of dotted Swiss, like a petticoat, and wrap a long chiffon scarf for a strapless bodice.



Suave—a green-embroidered cardigan over a slim white crêpe slip-dress. About \$30; Best, Marshall Field



HORST

OLD-FASHIONED—a dress like one from a Louisa Alcott heroine's wardrobe, of grey poplin with a red-and-white cotton basque. A cummerbund shows when the jacket is off. Under \$15; from Macy's

PEASANT—a quilted jacket of flower-sprigged white cotton, over a festival skirt of blue Irish poplin, its waistband mile-wide. (Buy a red skirt, too, and change.) About \$15; Chez Rosette



FASHION SHOW

NO ordinary, run-of-the-runway fashion show was the one recently given at Bergdorf Goodman for the benefit of the New York Infirmary for Women and Children. After the parade of distinguished clothes came a finale (centre), which practically tipped the audience out of its chairs.

Several well-known men were asked to try their hands at designing; were accordingly outfitted with models, fabrics, and feathers, and turned loose for five minutes of self-expression. Below: Mr. Frank Buck, fresh from a Madison Square Garden safari, drapes a tent of lamé. George Abbott, producer, is anchoring a bodice. Mr. Fredric March winds and winds. [Two morals: (a) All men think they can design women's clothes. (b) Women like to see them try.]



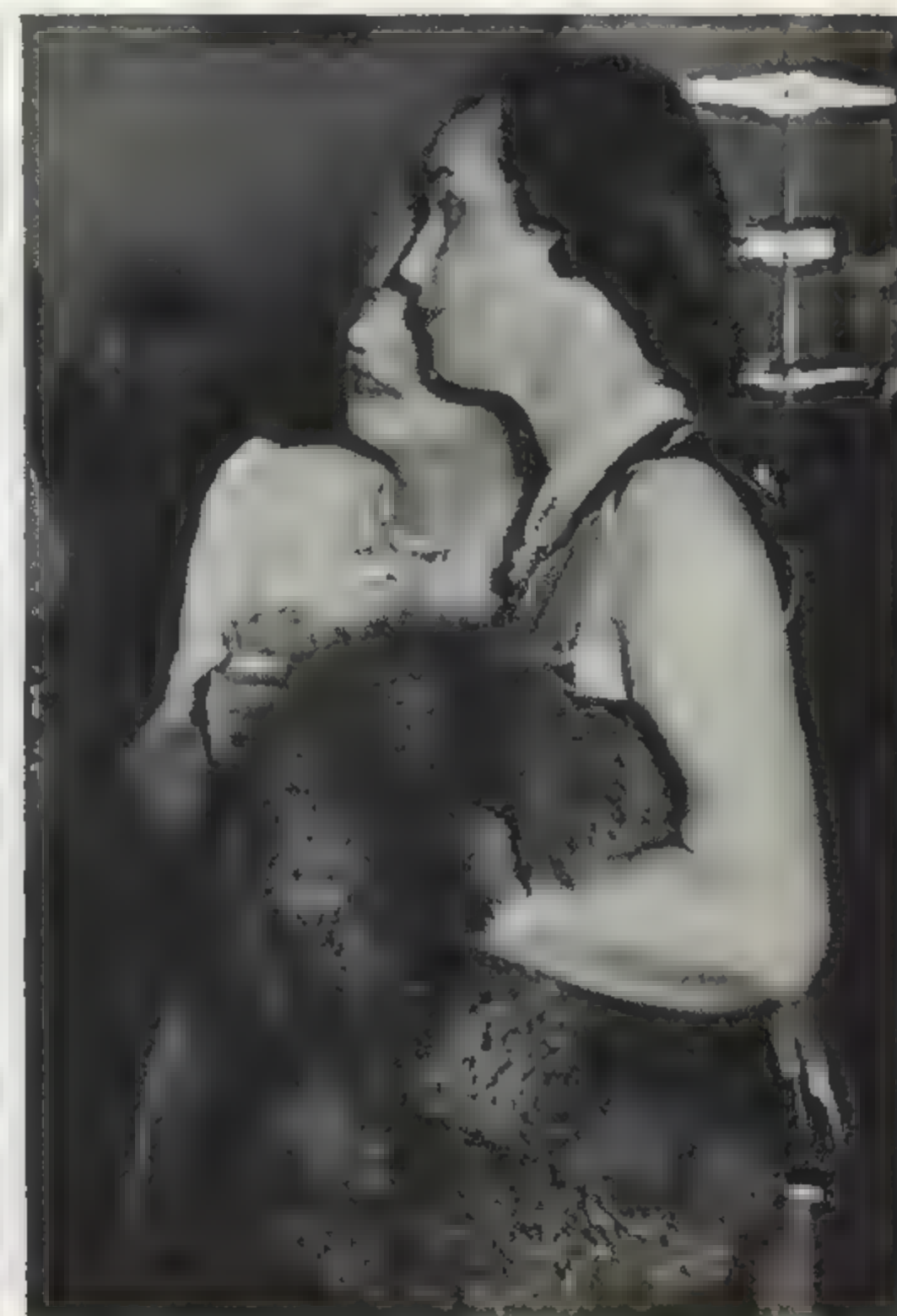
MR. FRANK BUCK, MR. GEORGE ABBOTT, DESIGNERS



MRS. B. NORMAN; MR. AND MRS. H. BROOKS



MR. C. CARSTAIRS, MRS. T. M. ROBERTSON, MR. D. LELAND



MRS. H. OELRICHS; MRS. H. TALBOTT



MRS. JOHN SCHIFF; MISS TILLY LOSCH



WHITE ORGANDIE DRESSES; VELVET RIBBON



BEIGE WOOL SUIT; BLACK CRÊPE BLOUSE



VIONNET WHITE LINEN DRESS; TWEED COAT



GREEN-AND-RED JERSEY BATHING-SUIT



MR. FREDRIC MARCH, DESIGNER

KARGER-PIX



YELLOW MARGANZA DRESS WITH BLACK VELVET RIBBON



BROWN SHANTUNG SUIT, PRINT BLOUSE, MEXICAN HAT

THE MODEL



MRS. COCHRAN ATWELL; MR. FELIX FERRY



MR. AND MRS. WILLIAM RHINELANDER STEWART

THE AUDIENCE



"I WANT SOMETHING SHEER..."

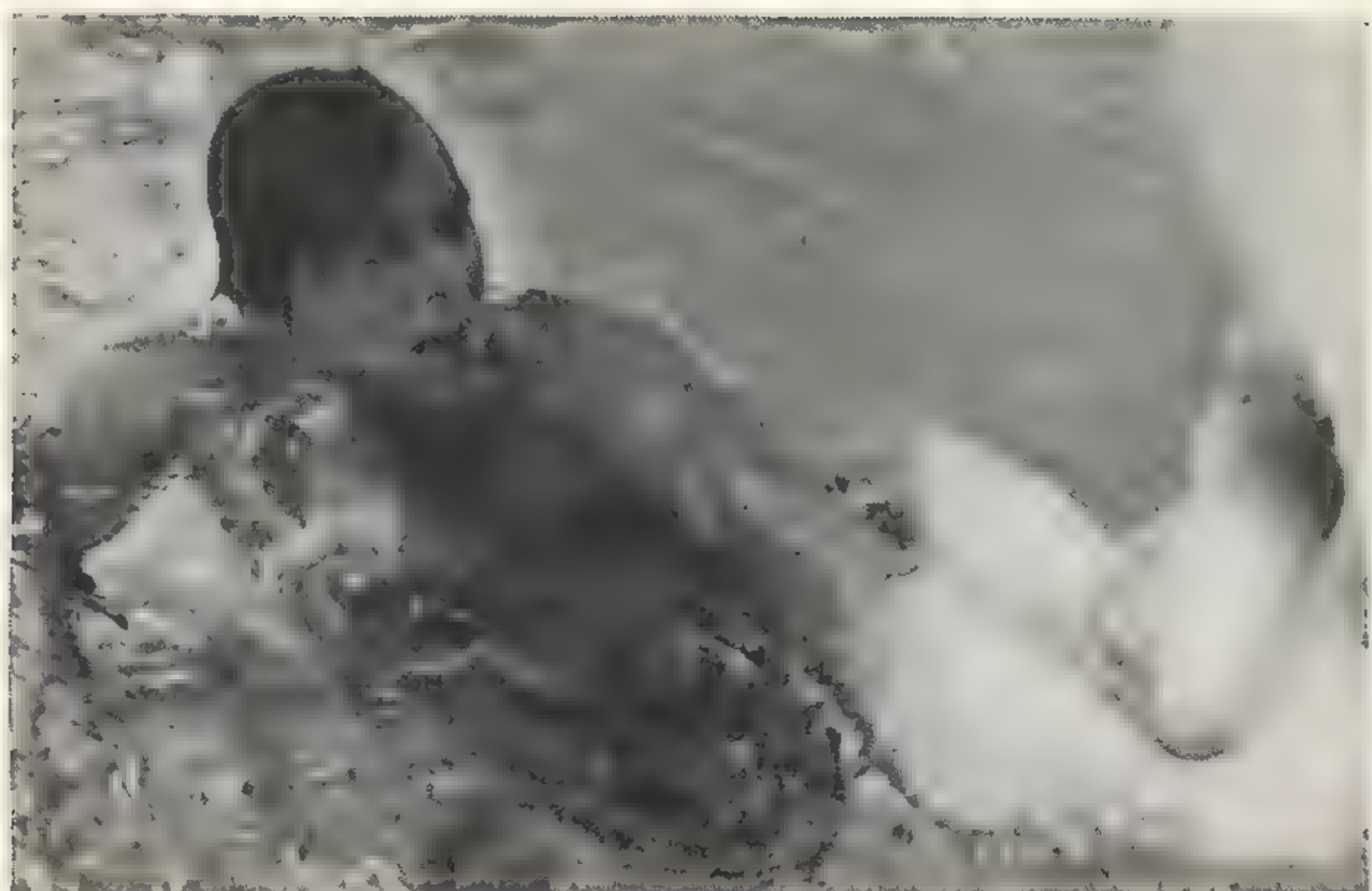
Of course you do. Something that feels cool because it's no more than a zephyr of fabric. Something that looks cool because your slightest movement flutters it. Something, in fact, like one of these dresses: Above: Skirt and jacket of green-and-white silk; hand-tucked organdie blouse. Linen hat; Henri Bendel

Opposite, first: Again, the suit theme—a simple, sawed-off jacket, a skirt that's pleated all around—both of navy-blue chiffon with a snowfall of white dots. The blouse, tucked white georgette crêpe. And to top it off, a shady hat of rough white straw with blue grosgrain bows. Both are from Milgrim

Second: Another breeze-weight, this time of sheer navy-blue crêpe, white-dotted. Its assets include a frothy circular skirt, wide waistband, almost no sleeves. You'd wear it for lunch on a city roof, or at a country club. Milan cart-wheel; silk crown. Dress and hat (original design); Bergdorf Goodman







WAYNE MORRIS, who has happily been caught in the movie trend towards wholesome American boys, burst on the American girl in "Kid Galahad," the very mould of a model prize-fighter. Before that, he studied acting at Pasadena, was discovered playing in "Yellow Jack," in a rôle only slightly subordinate to the rhesus monkey. Now he is going to marry a movie star, Priscilla Lane, is starred in "Men Are Such Fools."



MARTHA SCOTT, gentle and peculiarly stirring, struck the Pulitzer prize-winner, "Our Town" for her first Broadway play. Before that, her life was mostly Gee's Creek, Missouri, and long tours in Shakespearian stock.



GIAN-CARLO MENOTTI is the young, nervous composer of "Amelia Goes to the Ball," the slapstick opera the Metropolitan produced. (At a draughtsman's board, Menotti wrote music and libretto simultaneously.) Now N.B.C. has commissioned his radio opera, "The Old Maid and the Thief."



TONI FRISSELL

ANDREA LEEDS, who looks like a composite picture of all the pretty movie girls, with a deceptive ability to act, had her break by jumping out the window in "Stage Door." In only one movie before that, she walked out on her second because she did not like the part, hurtled into "Stage Door," then landed in the "Goldwyn Follies"; and now, within a year, has the top part in "Letter of Introduction," her face on the fan magazine covers.

THEY GOT



ERIC LEINSDORF, small, young, stocky, had only been co-répétiteur four months at the Metropolitan Opera when he took sick Conductor Bodanzky's place at twelve hours' notice, and guided "Parsifal." Quickly rounded-up, the critics gave astonishing notices to this Salzburg discovery of Bruno Walter, this pupil of Toscanini. Called by his friends the "little Toscanini," next winter he will be a ranking Met conductor.



PAUL VINCENT CARROLL, whose brilliant Irish theological play, "Shadow and Substance," won a Critics' Circle prize, was until this winter an obscure little Irishman, teaching in Scotland for fifteen dollars a week. Now he will teach no more, will write in solitude at Loch Lomond, and cook intricate desserts.



HORST

UTA HAGEN, nineteen and lovely, had her first job last summer as Ophelia in stock, stole the notices this spring from the Lunts in "The Sea-Gull," showed an astonishing stage presence, and even greater stage magnetism.



CHARLES ALLAN SMART, who wrote two novels, and received no fame from them, retired three years ago to an Ohio farm, there to struggle with crops, budgets, and his wife's passion for sterilizing equipment. That struggle he put, in a mixture of sentiment and technical information, into "R.F.D." now a Book of the Month best-seller, which has just achieved being parodied by E.B.W.

THE BREAKS



MARJORIE RAWLINGS ten years ago left the cities for a Florida jungle edge, there wrote prize books. Unexpectedly this spring she has a best seller, "The Yearling," a beautiful tale of a boy and his fawn—strong, solid, without the mirage of fantasy.



KERTÉSZ

JULIE HAYDON, whose piety was overdone in "Bright Star," found her luminous holiness right, for the first time, in "Shadow and Substance." Before this, she starved, played in "The Scoundrel," had a reputation as an actress with no part to prove it.



INTERNATIONAL

BATTLESHIP, the skittish-eyed, eleven-year-old son of Man O'War, and a close relative of War Admiral and Seabiscuit, once was retired to stud, mainly because his legs were bad. But this spring, in the face of the despairing odds of forty to one, he broke the hearts of the English by not only winning, with a movie finish, the Grand National, but by being the first American-bred, American-owned horse ever to do so.

THE SUMMER CROWD is a collection of Finishing Touches. Finishing touches for summer costumes, day and evening. Think how nicely these accessories would fit in:

1. A white crêpe evening shoe, with thin straps, traced with gleaming silver kid.

It has two rhinestone buckles, and a long string of a strap.

And think how well it would look with thin, all-white evening dresses.

It's a Delman shoe, and you can find it at Bergdorf Goodman.

2. A white doeskin glove outlined with amusing, multicoloured stitching.

Team it with a bright summer dress, or wear it with plain white. From Macy's.

3. An Echo scarf of dusty-pink tie-silk, with satin stripes in dark red and pale blue-green.

You might tuck it in at the neck of, say, a glistening white sharkskin suit. McCutcheon's.

4. A five-strand string of satin-white pearls (simulated).

Richelieu makes this lovely necklace.

It's particularly cool-looking on black.

You can find it at Lord and Taylor.

5. A lapis enamelled leaf-clip.

Simulated moonstones stud it.

It comes from Saks-Fifth Avenue.

6. A white calfskin bag by Lewis.

Carry it everywhere during daylight hours.

Saks-Fifth Avenue, New York and Chicago.

7. White doeskin gloves with red stitching:

Little cuffs, and plain backs. Macy.

8. White buckskin, tan calf shoe.

That celebrated platform sole.

That sturdy walled last.

From Lord and Taylor.

9. Ombré chiffon square,

from pale to dark green.

Dark green dots spatter over it.

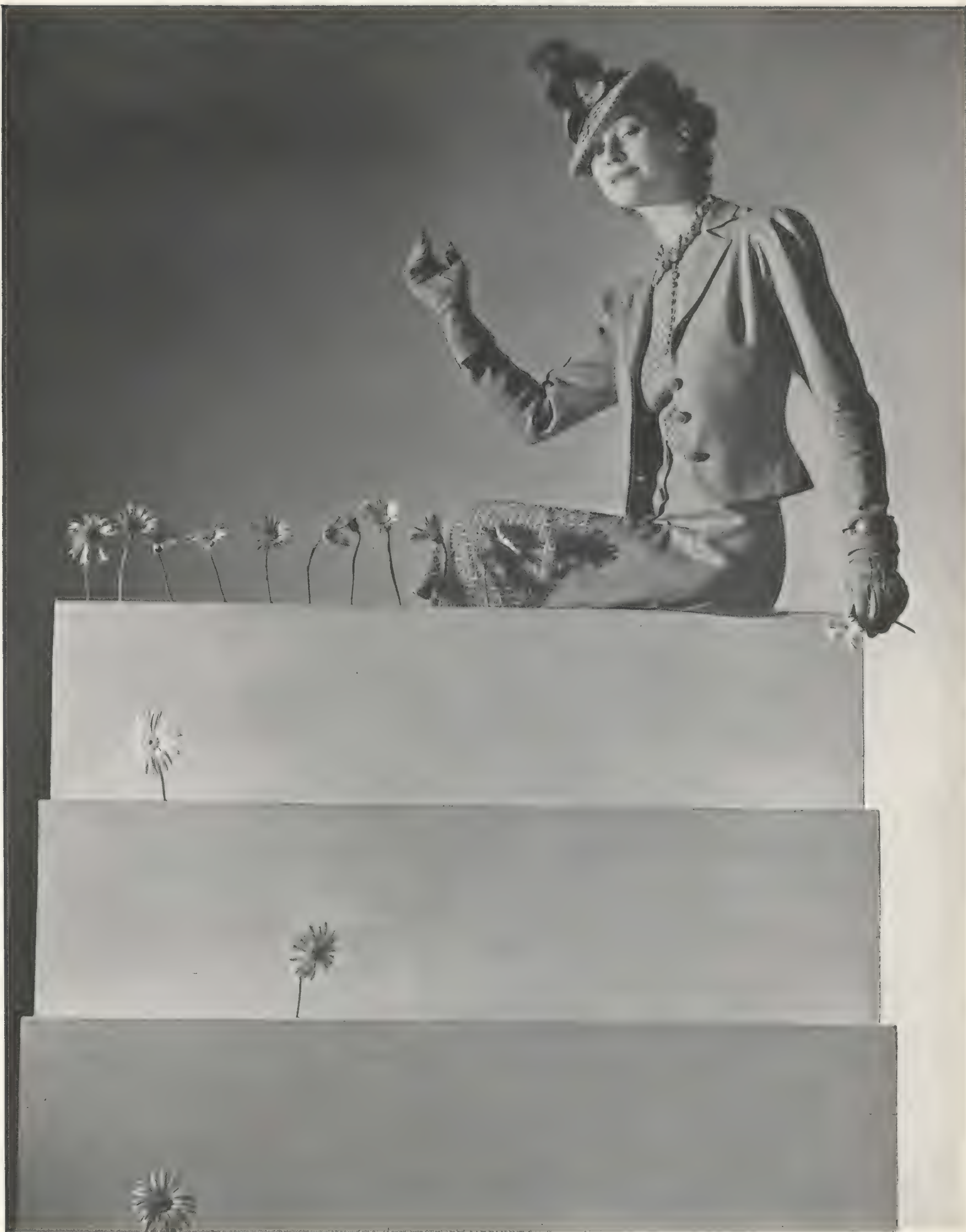
Altman has this Echo scarf.

10. Koret's squashy white piqué pouch.

It's perfect for lunch in the country.

You can track this down at Bonwit Teller.





WEATHER VARIABLE—a costume with three guises. Cool days—grey-and-white crêpe shirtwaist dress, grey linen jacket and skirt. Warm days—dress and jacket. Hot days—dress alone. Straw hat. Bonwit Teller

The Shirt-waist Dress— An American Institution Est. 1893

CERTAINLY, a shirt-waist dress should be among those objects people seal up in cornerstones, for the purpose of enlightening future civilizations about our own. Because, in the last few decades, the shirt-waist dress has attained the stature of an American institution—worthy of being classified with baseball, ice-cream, and Plymouth Rock.

This has, as we said, been going on for some time. The Gibson Girl was a famous exponent of it—with her separate shirt-waist tucked into a skirt and worn for simple pastimes like tennis and mountain-climbing. Immediately, everybody wanted a shirt-waist. And got it. Moreover, the American shirt-waist invaded Paris—about 1908—throwing French designers into momentary consternation because Frenchwomen traitorously rallied to it. (The designers have long since, it is needless to say, become reconciled.)

Inevitably, evolution crept in. Men's shirt houses brought shirting fabric and man-tailoring to the shirt-waist. Occasionally, shirt and skirt became one—these days, seventy-five per cent. are one-piece. Fabrics may be casual or formal; there are minor deviations of sleeve-length, collar, closing. But, underneath it all, the shirt-waist dress remains the same—simple; unaffected; with easy fit of shoulder, slight fullness above the normal waist-line; swinging, active skirt lines essentially neat and trim.

On these pages are examples of this American pride and joy. And, on second thought, maybe we needn't bother about the cornerstone. It is likely that the shirt-waist dress, as it has already, will keep pace with civilization.



Above: Dotted pink cotton. About \$11; The Cotton Shop.
Second: White Celanese sharkskin. About \$18; Bonwit Teller.
Third: Blue-and-white English shirting. About \$13; Peck and Peck

Below: Grace Ashley's grey-and-white crêpe. About \$18; Best.
Second: Black-and-white crinkled organdie. About \$33; Peck and Peck.
Third: Raspberry Celanese jersey. About \$20; John Wanamaker





Above: White English shirting. About \$13; Saks-Fifth Avenue.
 Second: Rose Celanese crêpe; webbing belt. About \$30; Martha West.
 Third: Dusty-pink chambray, mushroom-pleated top. About \$11; Best

Below: Grey chambray shirt; gingham skirt. About \$10; Lord and Taylor.
 Second: Grey hop-sacking, cross-stitched. About \$25, Saks-Fifth Avenue.
 Third: Brown-and-white seersucker. About \$8; Lord and Taylor



*These Vogue Finds
 of the Fortnight
 can be found in shops
 throughout the country*



MRS. JOHN C. POTTER goes to lunch in the country in a dress she made herself—a classic shirt-waist (Vogue Design No. 8067) of white-dotted Wedgwood-blue crêpe, with a red-and-white scarf. White sailor, bag, gloves, red-buckled belt



MRS. HERBERT LLOYD, skilful with her needle, wears this dress on summer afternoons in town. It's of red, black, and white printed crêpe, with shirred front fulness, and she made it from "Easy-to-Make" Vogue Design No. 8073. Red hat and bag

They sew for themselves

MISS EDITH CLARK goes dancing in one of her own triumphs—a floating dress of white chiffon with red polka-dots. (Vogue Design No. 8087.) The waltzing skirt is terraced with ruffles; a draped, ruffle-edged fichu shelters the shoulders



Back views and sizes appear on page 78

HORST



When your young daughter asks you if she may go out to swim (or bask, or play on the beach) say "yes" and send her off in these:

A classic beach outfit—loose shirt of navy-blue hop-sacking tucked casually into natural hop-sacking slacks. Saks-Fifth Avenue.

A bathing-suit of red-and-white striped cotton, to minimize angles, coat to match; red-and-white straw sunshade. Lord and Taylor.

A slightly revised edition of an older sister's dirndl—this beach costume, consisting of a halter-necked play-suit of red, blue, and green striped cotton twill; a tie-on dirndl skirt shirred into a wide, wide waistband. You will find this at Bonwit Teller



Yes, my darling daughter

The breezy kind of outfit that's perfect for long-legged young things—a blazer like a prep-school boy's—of Botany flannel, striped red, white, and blue—flung on over a white wool pull-over. Pleated shorts of shiny white sharkskin. From L. Brogan.

A hand-knitted maillot of white wool with red and navy-blue domino dots, its neck-line high and reassuringly demure. With it goes a little hand-knitted, short-sleeved cardigan—new because it's so short. You can find this bathing-suit at Marcelle Julien.

For thin little girls with no diaphragms whatever, a two-piece bathing-suit of pink wool, its halter high in front. From Best.

I AM GOING TO HAVE A BABY

Elizabeth Hawes, the author of
 "Fashion Is Spinach"
 tells what to wear while waiting

ONCE I made a dress for a woman who was to become a mother in a few months. She brought the dress back after she had worn it once and said that she didn't think it made her look thin. I didn't think it did, either. I couldn't see why she cared.

Now that I've had months of becoming a mother myself, I see even less reason for my customer either wanting or expecting to look thin while pregnant. It seems to me that just two points are important. First—to be perfectly comfortable all the time. Second—to look neat. In summer, that becomes something of a problem, especially in New York, and especially if one goes to work every day.

Probably, the first four months one can wear one's old clothes, or purchase perfectly normal ones and just let them out a bit at the waist. I see no point, while still of a relatively normal size and shape, for hopping into wrap-around, routine maternity clothes.

I believe in the principle of the smock. Your smock may be tunic length, worn with a skirt that hangs from the shoulder. Or if you are short, as I am, you will probably decide that a full-length, smock-like affair is better than cutting yourself up in pieces. At night, however, I have full, knee-length coats that button down the front, and I wear them over long, bias-cut slips that reach to the floor. By day, I wear the same sort of coat or smock full length.

Your smock may have long sleeves, or short. It may have a high neck or a low one. It should be made of slightly stiffish material so that it doesn't cling even if it is full. It will always have the enormous virtue of not binding you anywhere, of leaving you rather shapeless, perhaps, but perfectly neat and attractive. You will never—from the fifth month, when you may be so thin you can belt your smock in, to the last minute before going to the hospital—have to let out a seam or a fastening.

If you can't get your smocks ready-made, all you need is one good pattern and your little dressmaker. Your tunic smock may be of damask for evening; your day smocks of linen, cotton, wool, or silk. If it's summer, plenty of them and washable is the best answer to the heat problem.

You don't take to the smock idea in spite of all I say? Well, there is another solution, and that is to decide deliberately to look like a Dutch primitive portrait. Your dress will hug tightly just below your breasts. It will hang full on your tummy, straight or full behind. You will look quite thin from straight front and definitely very large from the side. You will look wonderfully like motherhood incarnate, and a lot of people will love it, and a lot of other people will hate it.

I throw out all other solutions on the basis of my experience as a designer. I can only make you look and feel bound up in a wrap-around. Of course, if you are one of those ladies who gains only twelve pounds in all, and nobody knows you're pregnant until you have produced twins, then you are no problem and need no solution.

Please try smocks next time.



Elizabeth Hawes in pale yellow crepe



Linen smock for country
 (Vogue design no. 8053)



Shantung smock for day

Damask smock for evening



The author in her day-length smock.



ADAPTATION OF A
FRENCH-AMERICAN
ORIGINAL



GO DOWN to Louisiana and peep into one of the wide old kitchens that cradled the celebrated lore of Creole cookery. A faint nostalgic savor still whispers to you of sumptuous days gone by. Here were created the dishes that marked an age of leisured hospitality. Fabulous foods they were, French of inspiration, but American in the lavishness of their preparation. One such was gumbo Creole, a sumptuous soup.

Hours before a special feast, a great kettle of chickens was set to simmering. Then, as it bubbled softly, rich and varied seasonings were measured, mixed, and mingled with the broth. Plump, juicy okra and many another vegetable were added, just in time to cook to luscious perfection.

Gumbo Creole had verve and savor for the gourmet, heft for the hungry

—and downright “chicken-eating” for all. And this is what has happened.

The cherished recipe of old Louisiana has been interpreted for all America to enjoy. With reverent respect the Campbell chefs have reproduced the original, making only such changes as you yourself would suggest. For instance, the seasoning is more delicate, but New Orleans folk will attest that the true chicken-rich quality is there, that the okra is authentically toothsome.

Once you have tried this soup you'll likely keep it on hand. Jot down the name:—



Campbell's
CHICKEN-GUMBO



You'll enjoy every minute of this revolutionary wave

•• Zotos is a joy from the start. A mere handful of tiny, light pads—called Vapets—are folded gently around your curls. They automatically heat themselves and bathe your hair in clean colorless vapor. No more old-fashioned machines, out-moded wires and electricity. You are free to walk about or do anything you wish.

•• Then, in an amazingly short time, a permanent of rare beauty that is definitely lasting! Zotos is precision-timed with the scientific "Guardian Eyes"—two tiny red discs on every Vapet. They thermostatically signal your operator by *actually changing color* when your wave has reached Zotos perfection. This is further assurance of complete and lasting beauty.

•• Make an appointment today for a Zotos Permanent at your favorite Zotos-licensed Beauty Shop. And while there—ask them about the new scientific product—LOXOL.



Your ZOTOS wave is in to stay...

when the "Guardian Eyes"—the two tiny red discs on every Vapet—signal your operator by an amazing change of color.

NO MACHINERY • NO WIRES • NO ELECTRICITY

DISCOVERIES IN BEAUTY



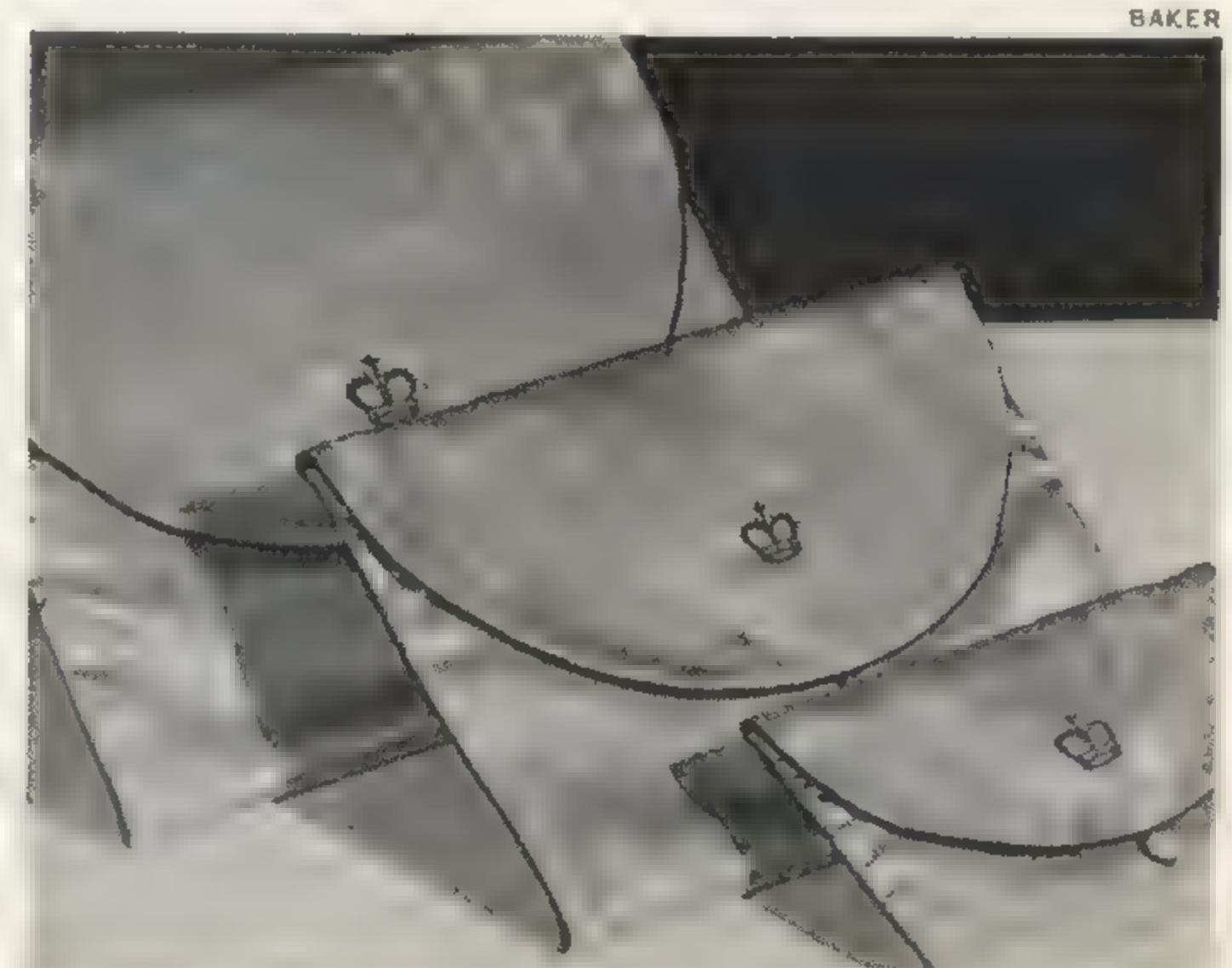
Handsome new flasks hold the Marelle Bath Foam that effervesces into fragrant bubbles in your tub. A nice companion piece is the new Parfum de Toilette by Marelle, in clear, clean-smelling scents

NO matter how carefully you lay your plans for taking care of your skin in the summer-time, it usually isn't until you are actually facing the sun that you get around to buying some kind of a protective preparation. With so many excellent things of this kind to choose from (they improve every year), you should stop and consider the kind that suits you best.

One sunburn liquid that is unique of its kind is Skol. This is a thin, amber-coloured liquid that, when it dries upon the skin—as it does very quickly—is entirely invisible. It washes off easily with water, and you can put make-up on over it, if you like. People who have used Skol swear by its virtues, and they must swear in a number of languages, because it is used in twenty-two countries.

The principle behind Skol is that it is compounded to block out all irritating, burning rays, while permitting the beneficial ones to do their work of gentle tanning. A recent change in the formula makes it especially adaptable for the very dry skin that usually reacts badly to quick-drying liquids. You can buy Skol in shops everywhere, and in sizes from tiny to large.

To some women, the desideratum in a lipstick is a shiny, moist finish. To others, a smooth, soft look is the ultimate requirement. And some people like to alternate the effect. Anyway, Volupté has produced both finishes (shiny and mat) in identical shades in their newest lipsticks, and we think it is a very neat trick. Volupté calls these "Hussy" and "Lady" lipsticks, but that seems an unnecessary line of demarcation, especially since most women seem inclined to buy them in pairs anyway. The shiny lipstick has a real shine, both in the stick and on the lips, and the smooth has an unusually natural, mat finish. Both varieties come in five good shades. (Continued on page 76)



Prince Matchabelli's beautiful satin lingerie-cases are sybaritic accessories for travel, impregnated with "Duchess of York" sachet. Marked with the Matchabelli crown, they are initialed to order

In this New Cream
the "Skin-Vitamin"
the substance which helps
to make Skin Beautiful

What makes one woman's skin so smooth—vital looking? Another's dull and dry, even rough?

TODAY, we know of one important factor in skin beauty. We have learned that a certain vitamin *aids in keeping skin beautiful*. The important "skin-vitamin" about which we are learning more and more every day!

Aids skin more directly

Over four years ago, doctors found that this vitamin, when applied right on the skin, helps it more directly! In cases of wounds and burns, it actually healed skin quicker and better!

Pond's found a way to put this "skin-vitamin" into Pond's Cold Cream. They tested it—during more than three years! In animal tests, skin that had been rough and



Mrs. Enid Goelet

Blonde, petite, with a delicate fair skin. "Pond's Cold Cream with the 'skin-vitamin' has done wonders for my skin. Now it's never rough or dry—seems to keep smoother and fresher looking always."

dry because of "skin-vitamin" deficiency in the diet became smooth and supple again when Pond's Cold Cream containing "skin-vitamin" was applied daily. And this improvement took place in only 3 weeks!

Women report benefits

Today, women who are using Pond's Cream—the new Pond's Cold Cream with "skin-vitamin" in it—say that it *does* make skin smoother; that it makes texture finer; that it gives a livelier, more glowing look!

Just use this new cream yourself! In a few weeks, see if your skin is not smoother, brighter



(ABOVE) Mrs. Goelet at an informal musicale.

(LOWER LEFT) In the Museum of Modern Art, looking at the famous "Bird in Flight."

Mrs. Goelet's home is in New York, where her appreciation of music and art is well known to her friends.

looking! Use it just as before—for your nightly cleansing, for the morning freshening-up, and during the day whenever you make up. Leave some on overnight and whenever you have a chance. Pat it in especially where there are little rough places or where your skin seems to be dull and lifeless.

Same jars, same labels, same price

Now every jar of Pond's Cold Cream you buy contains this new cream with "skin-vitamin" in it. You will find it in the same jars, with the same labels, at the same price.

SEND FOR THE NEW CREAM!

TEST IT IN 9 TREATMENTS

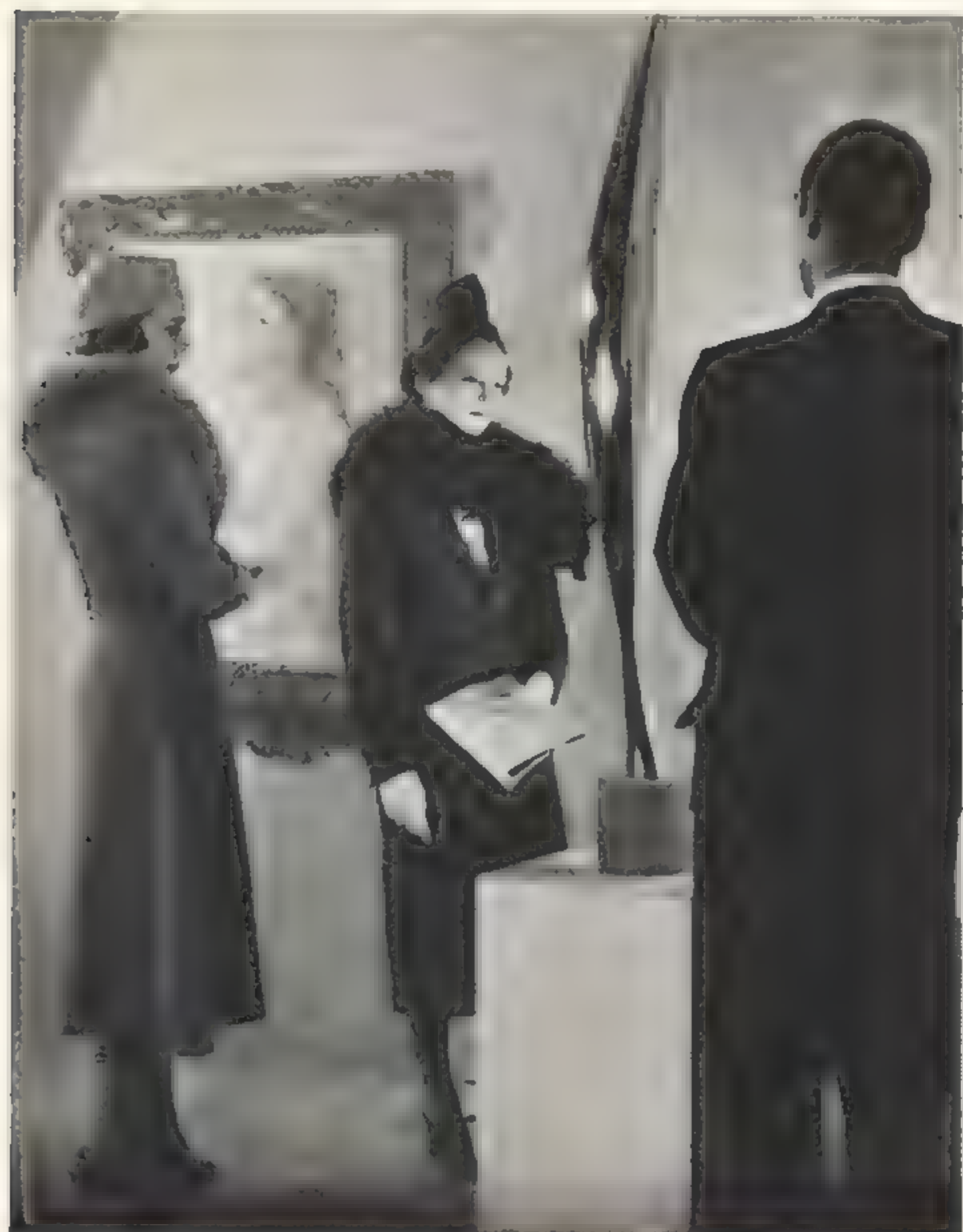
Pond's, Dept. 11-CT, Clinton, Conn. Rush special tube of Pond's "skin-vitamin" Cold Cream, enough for 9 treatments, with samples of 2 other Pond's "skin-vitamin" Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name _____

Street _____

City _____ State _____

Copyright, 1938, Pond's Extract Company



Fresh Strawberry Bombe

for June Weddings or very special occasions



FRESH STRAWBERRY BOMBE is a dream. Beat 1 cup whipping cream until stiff, add $\frac{3}{4}$ cup powdered sugar, 2 tsps. vanilla, 1 tbsp. Kirsch. Force strawberries through sieve to make 1 cup and add to cream. Line mold with fresh Strawberry Ice, fill with cream, cover with ice to overflow mold, freeze. Garnish with choice fresh berries and leaves. There's a taste-treat, too, in Old Golds, *double-mellow*, always fresh!



but **FRESH** "party" Cigarettes **ANY DAY!**

FRESH jumbo strawberries, fresh-picked and bursting with juice, are yours only in strawberry season—unless you spend a fortune.

But there's one special delicacy you can have any day in the year, and it doesn't cost any more. That's a truly fresh cigarette—an Old Gold.

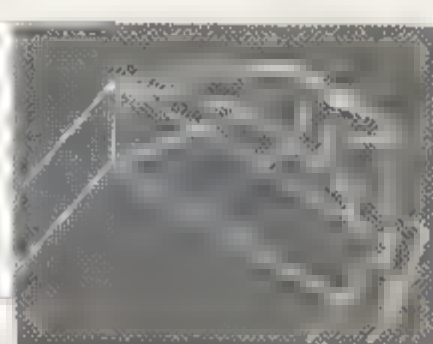
Unless you smoke Old Golds, you may not know what a treat of flavor a cigarette can be. Old Gold flavor is something special; it's *double-mellow*, and it's always fresh.

Like any delectable food, your Old Golds

are made of choice ingredients—that is, selected prize crop tobaccos, perfectly ripened. And Old Golds are specially packaged—in *two jackets* of Cellophane that bar out any spoiling dampness, dust or drying heat and seal in the freshness and the flavor. Fresh cigarettes are so easy on your throat! But, then, Old Gold's makers have been tops among tobacco men since before the Declaration of Independence. Even if you don't smoke, yourself—just think of your reputation as a hostess—and serve Old Golds!



Outer Cellophane Jacket Opens From the Bottom Sealing the Top



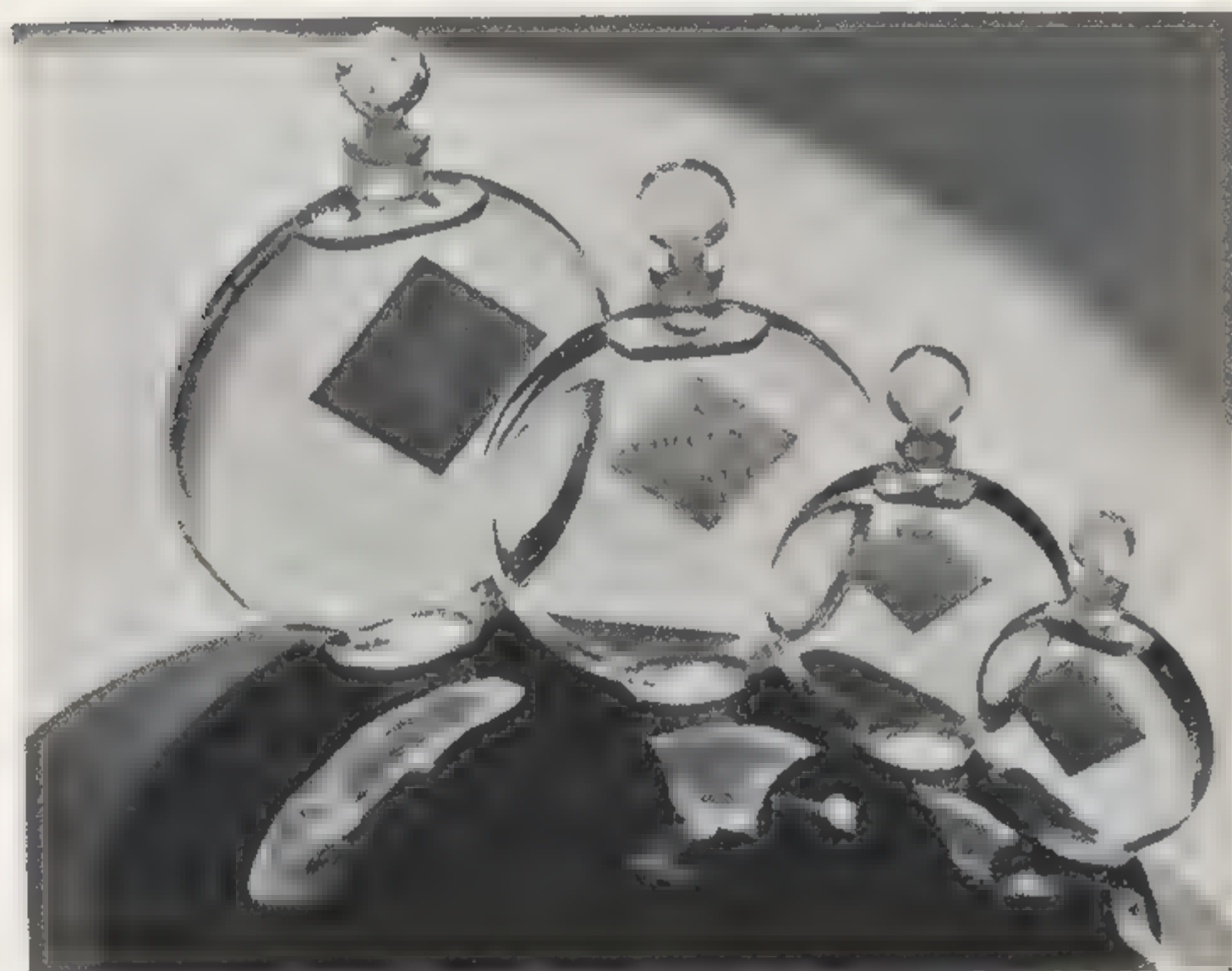
The Inner Jacket Opens At the Top, Sealing the Bottom

Copy., 1938, by P. Lorillard Co., Inc.

Freshness Guaranteed **BY 2 JACKETS—DOUBLE "CELLOPHANE"**

TUNE IN on Old Gold's Hollywood Screenscoops, Tues. and Thurs. nights, Columbia Network, Coast-to-Coast

DISCOVERIES IN BEAUTY



Eaux de Cologne grow more lovely, and their bottles more decorative each season. Worth has two new ones, scented with "Je Reviens" and "Dans La Nuit," in Lalique flasks of crystal beauty

(Continued from page 74) You can't do anything more kind to your hair than putting it in good condition before you submit it to summer sun. And a very pleasant and satisfactory means of getting it that way is by means of the new Vitacreme Treatment that Charles of the Ritz is giving in his salons.

This is a treatment that has been in the experimental stage for some time, but the Charles of the Ritz people have a way of brooding over their ideas until they have reached a state of perfection, before they introduce them to their clients. The Vitacreme is a smooth, nice-smelling cream, looking like real cream that has been whipped. It is applied to your scalp with skilful manipulation and allowed to remain for twenty minutes. When your hair is rinsed, it has a lovely soft feel and a definitely new lustre, and this holds even if your locks have been dry and straw-like before. One treatment works wonders. Three at regular intervals make the wonders more lasting.

The more you can do for your nails between manicures, the better they flourish under professional care. If you include a jar of Courtenay's Manicare in your beauty equipment, you have a variety of nail preparations combined in one. For this cream helps to keep the cuticle workable and in good condition; it bleaches; removes stains; and helps to prevent brittle nails.

You put just a little Manicare on a wet brush and scrub your wet fingers with it. Work the cream well under the nails, so it can get in its full bleaching effect. Then, with a rounded orangewood stick, shape the cuticle. The cuticle becomes remarkably pliable, and any little rough edges vanish.

If you do your own nails, or if you have to depend on your own ministrations during summer months or holidays, Manicare provides the backbone for a finished manicure.



"Aphrodisia" is a haunting fragrance, new in the world of sophisticated scents. The bottles that hold the essence and the eau de Cologne are exceedingly smart in shape, made with unbreakable prystal tops

Chantilly

• Out of the luxurious, colorful, 18th-century Court of a French king, Louis XV, came the inspiration for this infinitely graceful, charmingly decorative sterling-silver design.

In it, Gorham reaches a height of artistry that makes *Chantilly* one of the two most popular of all sterling patterns ever made.

Fairfax

• Beautiful simplicity, lovely, free-flowing lines, characterize this altogether gracious and outstandingly popular Early American Gorham Sterling pattern. Historic Fairfax Manor in Virginia gave this pattern its name. And the dignity and charm of the Manor's rare old furnishings live and breathe in this *Fairfax* sterling design. Flawless *Fairfax* is equally and delightfully at home in a colonial or a modern setting.



The 2 Most Popular Patterns Ever Created

TWO TRULY INSPIRED DESIGNS! That express in every detail the beauty, the balance, the finish and perfection which only great genius and great craftsmanship can achieve.

The superiority of these two celebrated Gorham patterns has been recognized not only by experts, but by all the women who actually use silver.

No sterling designs in the whole history of table silver have ever been so popular with American hostesses as *Chantilly* and *Fairfax*!

Chantilly exquisitely reflects the elegance, grace and charm of the Old World. *Fairfax*

holds the quiet, lovely distinction of the best Early American tradition. You cannot plan wisely to buy silver without seeing these two world-favorite sterling patterns.

Ask your jeweler also to show you the four *new* patterns at the right, typical of the beauty of design which has made Gorham America's leading silversmiths since 1831!

GORHAM Sterling



FASHION CRITICS AGREE *Inviz-a-grips* ASSURE A *Smooth SILHOUETTE*



With new, flat Inviz-a-grips, the smart woman's silhouette is free from garter bumps...so say these six famous fashion editors. Women everywhere agree that Inviz-a-grips don't show under closest-fitting sheer summer frocks. First improvement in garters in years, stylish Inviz-a-grips also eliminate garter-button strain, and prevent costly hosiery runs. Wear them for greater comfort, smarter straight-seam appearance.



SEATTLE—Sally Forth, Fashion Editor, Seattle POST-INTELLIGENCER: "If you will insist on a certain type of garter (Inviz-a-grips) you can be proud of a smooth unbroken silhouette. Only one hand is needed to fasten them...just a turn of the finger."

WASHINGTON—Bab Lincoln, Fashion Editor, Washington TIMES: "Here's grand news... a new type garter which assures you a smooth, unbroken, silhouette and at the same time holds your foundation garment firmly in place."



HOLLYWOOD—Patricia Killoran, Fashion Editor, Hollywood CITIZEN NEWS: "Inviz-a-grips are the answer to a woman's prayer... no garter bumps to spoil an otherwise faultless silhouette... no crooked hosiery seams."

SAN FRANCISCO—Theodocia Stavrum, Fashion Editor, San Francisco NEWS: "Little wonder old-fashioned garters are being discarded when there's a new type supporter which offers flawless, waist-to-toe lines free of unsightly garter bumps."



BALTIMORE—Lydia Calvert, Fashion Editor, Baltimore NEWS POST: "These garters are perfectly flat and assure a 'paper on the wall' silhouette. Sounds grand, doesn't it? Well, they are perfect...and they'll save on hosiery, too."



MILWAUKEE—Patricia Ray, Fashion Editor, Milwaukee SENTINEL NEWS: "This summer don't mar that lovely, smooth silhouette with old-fashioned garter bumps... see that your foundation garment is equipped with modern Inviz-a-grips."

★
**BETTER FOUNDATION GARMENTS
ARE NOW EQUIPPED WITH
INVIZ-A-GRIPS**

INVIZ-A-GRIP • 7045 Romaine St. • Hollywood

MONTE CARLO AND THE BALLET

MONTE CARLO is such a tiny place that when the Ballet is in training there, no one can escape it. Dali and Bérard were everywhere, usually discussing their ballets. Bérard has designed for the ballet company before, but this is the first time that Dali has. For his Tristan ballet, Dali has now added to the Wagner score ten minutes of music by Nietzsche, introduced to complete Dali's theory that Tristan was completely mad. (Nietzsche wrote a great deal of music during his madness that has never been performed, and now a sample of it is to come forth here.) For a while, Dali even contemplated using some of Cole Porter's melodies. The plans call for Tristan to have a special servant follow him around the stage to prop up his legs with crutches whenever he takes a pose. Many of the dancers' heads will be lost in branches, and the bureau-drawer motif will be all around. (You can see some of the bureau-drawers in the sketch on page 25.)

The life during the ballet season at Monte Carlo centered around four hostesses: Princess Jean-Louis de Faucigny-Lucinge, Mademoiselle Chanel, the Hon. Mrs. Reginald Fellowes, and the Comtesse Etienne de Beaumont. The largest party was given after the opening of "Gaité Parisienne," by the Faucigny-Lucinges.

After the party, most of the guests went to the Sporting Club to try their luck, the sensation of the evening being Pierre Colle's fantastic winnings—with Bérard standing behind him at the roulette-table, pulling his red beard in agony at Colle's extravagant playing.

At Mademoiselle Chanel's villa, buffet lunches and dinner were given practically every day. At an improvised costume party, Bérard and Pierre Colle danced their own private version of a ballet, with Bérard wearing a giant chocolate Easter-egg for a head-dress and an Indian shawl for a skirt. Dali put on one of Chanel's great collection of old hats, his choice turning him into a sinister character from the Spanish Inquisition.

Madame François Hugo (who was the Duchesse de Gramont) made one of her famous entries, draped in Indian brocade, held with Indian jewels. Green leaves fell from her lips. (At a costume ball a few years ago, she appeared as a mummy in a sarcophagus, carried by four blackamoors.) With her hair loose and fluffy, bound with bands of pink Easter-egg ribbons, Mademoiselle Chanel, herself, looked about fifteen years old. Her daytime uniform, incidentally, consisted of grey flannel slacks, a red sweater, ruby and emerald necklaces, and a bunch of fresh red geraniums pinned to her fillet skull-cap.

DESIGNS FOR DRESSMAKING



8087

8087

These Vogue Designs for Dressmaking are shown in photographs on pages 68 and 69. No. 8087 is sketched above in three versions, in day and evening lengths; the slip is included in the design. "Easy-to-Make" dress No. 8073 is cut all in one piece. Both are designed for sizes 12 to 20, 30 to 38. And the street dress, No. 8067, is designed for sizes 14 to 20, 32 to 42



8073

8067

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 13.

The daytime fragrance



In all fragrances, including: Shanghai, Numéro 12, Gardenia de Tahiti, Au Fil de l'Eau, Forêt Vierge, Asphodèle, Lotus d'Or. Flacons, from \$1.00. Decanters, from \$1.75.

Bouquet Lenthéric

quiet, but with a strange persistence



BACKGROUND INSPIRED BY NEW YORK WORLD'S FAIR OF 1939

It BELONGS to this Modern World

Appearance, alone, announces the Lincoln-Zephyr the only car of its kind at any price. This "twelve" looks the part it plays so well. It is modern in structure. It is modern in performance. Yet it sells at a medium price.

When a new owner first takes the wheel, he finds there is something quite different about the easy, quiet behavior of the twelve-cylinder engine. It brings him new confidence in driving. It makes driving fun again. It has power in reserve, and smoothness to which he is unaccustomed, whether moving through traffic, or eating up miles on the open road.

Experienced Lincoln-Zephyr owners find that a day's drive seems shorter than before (though usually it is longer), and that the longest trips leave passengers relaxed and refreshed. Contributing to their comfort is the fact

that they ride "amidships" on chair-like seats, their weight cushioned between soft transverse springs 136 inches apart.

In every sense this car is unique. It is a new idea that twelve cylinders can give from fourteen to eighteen miles to the gallon. Yet these thrifty cylinders do! In this car, closed models have no "chassis." Instead, body and frame are welded into a rigid unit of steel trusses and panels.

The Lincoln-Zephyr *belongs* to this modern world. It is a car full of forward-looking ideas that contribute to comfort, safety, ease of riding and driving. It increases the pleasures of motoring! *And it is still years ahead!* Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr V-12 motor cars.

Lincoln-Zephyr V-12

SHOPHOUND'S COUNTRY EDITION



OUR first rural offering is "Sawbucks," by cracky. And by "Sawbucks" we mean the sturdy natural pine dining furniture at Bloomingdale's. The legs are crossed just like the rustic sawbucks down by the old wood-pile; hence the name. About \$9 for the table; about \$2 for each bench.

For the youngest editions of your family, F. A. O. Schwarz has some greenhouses that will give them their quota of fun plus a tender regard for the little growing things. The glass and painted wooden frames house a cheerful gathering of bright coloured pots, packets of seeds, and small, but efficient-looking tools. Three sizes: about \$3, \$5, and \$12.75. And there's a green-and-orange junior wheelbarrow, fairly bristling with assorted implements and vegetable and flower seeds; about \$5.75.

We pouted all the time this picture was being taken, because it wasn't in colour. There stood this dress, as brilliant a piece of cotton madras as ever we've seen; brown-green striped with turkey-red. Oh, well, we never could be surly for long, and you can see it for yourself at India Arts and Crafts, 115 East Fifty-Seventh Street. It costs about \$12.75; the big straw hat about \$3.75. And Mr. Singh has other Indian stripes to delight you.



Kargère carries on the tradition of fine workmanship in simple little summer dresses. There's a prize classic with a turn-over collar, stitched pleated skirt, and an oblong design of hemstitching and tiny tucks over the bosom; about \$30 in navy-blue, white, or flame linen. About \$40 in washable crêpe de Chine that looks like a million. See a gay linen dress—striped red, green, black, and white; about \$30 at 535 Madison Avenue.

We keep meaning not to say nostalgia any more for a while, but when we go to Cora Scovil's Country Store, there we are saying it as we gaze into the cracker-barrel. The city-and-country scene below was photographed at this gay shop; 320 East Forty-Fifth Street. The customer wears Jay-Thorpe's plaid gingham dress and crash jacket, which she also wears in the country; about \$17. She's buying notions—needles and thread, and Mrs. Scovil's transparent plastic buttons—and thinking of the old-fashioned candies and lovely jam found in this shop. (Continued on page 84)



SUMMER ENSEMBLE

Whatever you are wearing, you will find a new La Cross costume polish to smartly accent your costume.

La Cross polishes are so fine that their color and luster resist even salt water and sun. And you can change them easily yourself between manicures with the new La Cross polish base, *Stazon*, which assures a quick, professional application, and La Cross Glycerated Remover which actually helps to keep nails and cuticle soft when used frequently.

Ask your manicurist to apply a La Cross summer shade. And take home several for other dresses. 50 cents each in U. S. and Canada at finer shops.

POINSETTIA

A cool scarlet, as a flattery to your sheer blacks, whites, navy blues, dark greens. **TOKAY** is a muted favorite, its lavender tone perfect with pastels. **CONCORD** enhances prints.

TRY THESE

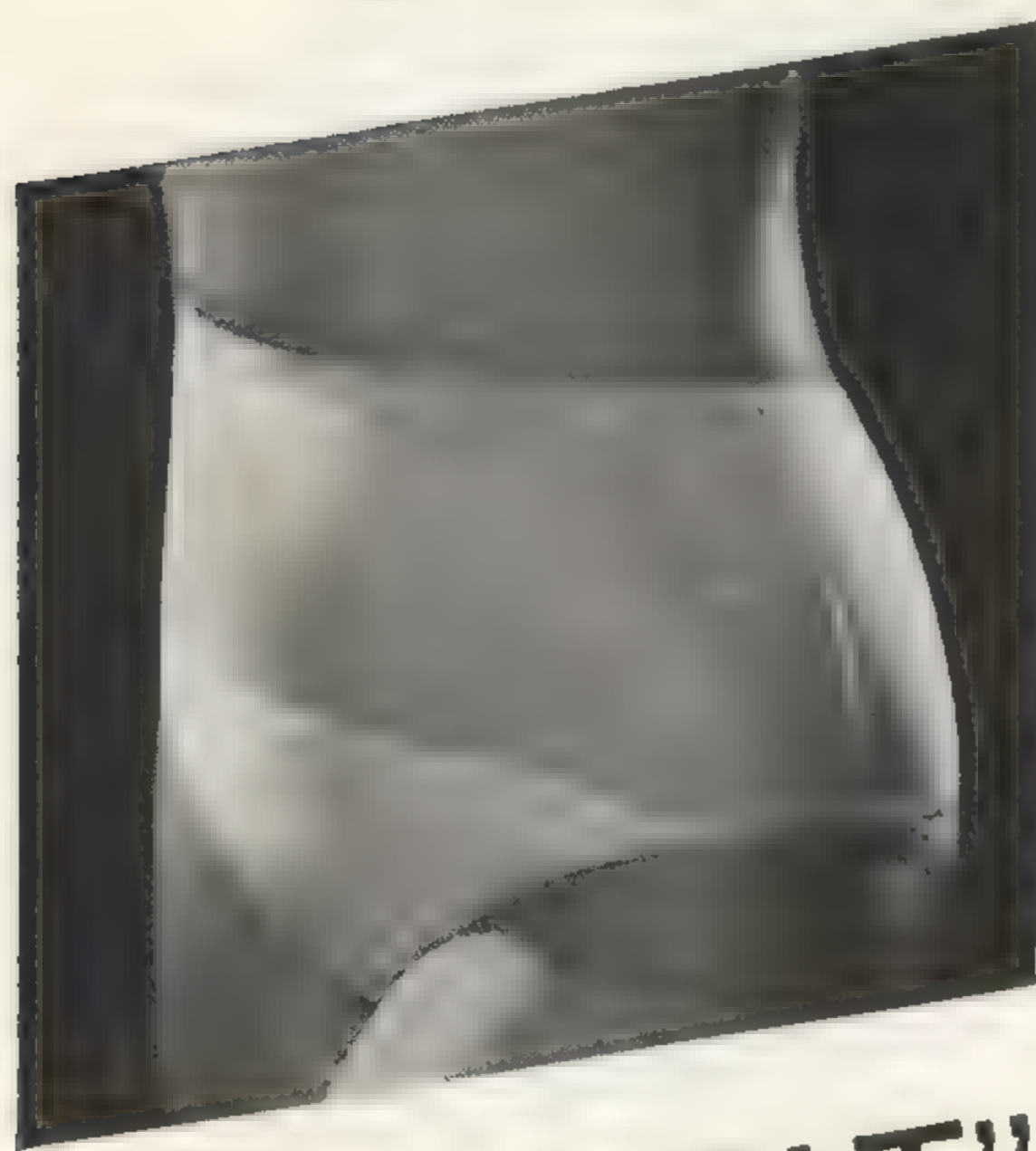
Splendid La Cross non-sticky Hand Lotion, Hand Cream, Nail Groom, Glycerated Cuticle Remover, Cuticle Oil—each fifty cents—and world-famed manicure implements. La Cross, Newark, New Jersey.

PEDICURE ACCESSORIES

Feet are as important as hands in summer fashions. Let La Cross help you have lovely, well-groomed feet. All necessary implements and cosmetics for the pedicure will be found at the toiletries counter in all fine shops and stores. Ask the attendant for advice and instructions.

La Cross
CREME NAIL POLISH
BE SMART TO YOUR FINGER-TIPS

NEW IMPROVED *SANI- SCANT



*"NOBELT" with waistband

\$1.00

SIZES: Small,
medium, large,
extra large.

Prices slightly
higher on the
Pacific Coast
and in Canada

This patented "NOBELT"
waistband is guaranteed to keep
its elasticity throughout the life
of the garment.

● If you're young and modern-minded, you'll be enthusiastic about Sani-Scant. Snug-fitting as a dancer's panty, comfortable, convenient. The inner panel assures you real protection and the pinning tabs are properly placed and easy to adjust—no other belt is necessary. Be sure to ask for Kleinert's new improved Sani-Scant. If you do not find it at your favorite Notion Counter, send \$1.00 (preferably check or money order) to I. B. Kleinert Rubber Co., Dept. V, 485 Fifth Avenue, New York, N. Y.

Kleinert's
* T. M. Reg. U. S. Pat. Off.

NEW YORK... TORONTO... LONDON

MEXICO ON FIVE HUNDRED DOLLARS

(Continued from page 51) One visit to the opera will be enough; that will give you a chance to see the interior of the Bellas Artes.

Any evening that you want to get some Mexican singers, you can drive to the Plaza Garibaldi after ten at night and pick up a couple of men in costume who will go wherever you want to take them. Be sure to make a bargain beforehand; you shouldn't pay more than five pesos for a couple of hours.

For those who must have their exercise and prefer to do without something else to get it, we suggest hiring a horse, as there are beautiful rides in the environs of the city. You can get a very good horse at the Pensión Victoria (Hattie Welton) for five dollars.

The other items of expenditure to be considered are the various side trips, extras such as taxis, drinks, et cetera, and gifts to bring back.

Of course, if you have friends in Mexico, you can depend on them to buy your meals, and drinks, and motor rides, to take you to the Frontón, to the bull-fight (which costs \$25 a ticket), and to see that you get all the night-clubs you want. If you have such friends, your budget may be even less than this one. Or it may not.

You will probably have to buy some new clothes to take along with you. (We assume that you have silk stockings, high-heeled shoes, evening accessories already in your wardrobe.)

Here is your budget:

NEW CLOTHES	\$95.00
TRAVELLING EXPENSES	
Guide-Book	\$ 4.75
Tourist Card	1.00
Railroad Fare	175.00
Food, tips, taxis to and from stations	25.00
	\$205.75
Total	\$300.75
HOTEL IN MEXICO CITY	
10 nights at \$10	\$100.00
Meals	60.25
Amusements	33.00
Laundry and pressing	6.00
	\$199.25
Grand Total	\$500.00

While you are in Mexico City, you must go to the Ritz bar, to glance at the young bloods of the town. After lunch, drive to and through Chapultepec Park, being sure to go up to the castle where the view is superb. If you are there on Sunday, be sure to drop in at the Rancho del Charro early in the morning to see the rodeo. In addition to the churches and museums, you must see the old houses.

According to our itinerary, you will be eating twenty meals in Mexico City. (No matter what you are accustomed to, eat your big meal in the middle of the day and be content with a light supper at night. Again, it's a case of the altitude.) Here is a list of good restaurants with what we think you should pay for your meals, including tips. The grand total will be about sixty dollars. You should go to Prendes, Paolo's, Hotel Reforma, Marsella, and Las Cazuelas.

LUNCHEONS

PRENDES:

Try this for your first lunch in Mexico: Eggs with rice, guacamole (a sort of salad of alligator-pear and many other things), dessert. (\$2.55)

PRENDES:

A real Mexican luncheon: alligator-pear with French dressing, enchiladas (chicken wrapped in tortillas with a chilli sauce), frijoles refritos, guayabate (guava paste) with cream-cheese (be sure to ask for Cremita de Toluca). (\$3.40)

PAOLO'S:

Hors-d'œuvres, chicken cutlet Parmesan, vegetable, ice or ice-cream. (\$5.50) (A glass of red or white wine is seventy-five cents, a bottle of beer is sixty cents, but you can drink the water any place in Mexico City.)

PAOLO'S:

Minestrone, langostinos sauce Gribiche (baby crayfish) or frogs' legs, salad, crème caramelle. (\$4.85)

HOTEL REFORMA.

Table d'hôte. (\$3.50)

MARSELLA: (Luis Moya #6)

French place. Bouillabaisse is the specialty. A la carte, but you should be able to get a very good lunch for five dollars, with tip.

LAS CAZUELAS:

Entirely Mexican. Very cheap, with much atmosphere. (\$1.50)

SUPPERS

PRENDES:

Onion soup, dessert, beer, coffee. (\$2)

PRENDES:

Hot chocolate, sweet bread or toast. (\$1.50)

PRENDES:

When you are planning a big evening: melon, huachinanguito (small red snapper), or a Steak Prendes, vegetable or salad, strawberries or a delicious custard, coffee. (\$3.75)

PAOLO'S:

Tagliarini, spaghetti or some other Italian dish, Strawberries Marsala, coffee. (\$3.30)

FRONTÓN:

The two evenings you go to see the pelota games, have dinner at the Frontón. Something like Arroz à La Valenciana (a Spanish dish of rice and chicken), and coffee. (\$1.75)

FRONTÓN:

One course with coffee. (\$1.75)

EL RETIRO:

Table d'hôte. (\$3) This is also a night-club, but you can dine there and stay on to see the show—Mexican singers, dancers, et cetera.

SANBORN'S:

Tea or chocolate and tamales. (\$1)

BELLINGHAUSEN: (Calle Londres)

German place—very good potato salad, pigs' knuckles, sausages, and such. (\$2.50)

Tea one afternoon on the Reforma Roof. (\$1)

Here are items that are definitely far outside the \$500 budget, but if you go to Mexico with more money, you ought to see Xochimilco, the Pyramids, and Puebla. At Xochimilco, the floating gardens are the thing to see, but they are picturesque only on Sundays. Drive to San Angel Inn for luncheon, and stop off on the way home at the Churubusco convent.

ONE-DAY EXCURSIONS

(All this is an extra expense, not included in the budget)

XOCHIMILCO

Car for three hours, at \$2.50 per hour: \$7.50. Boat for one hour: \$1.50. Tip: 50 cents.

THE PYRAMIDS

Car for day: \$10. Tip: \$2. Box lunch: \$1.60. (Telephone Mrs. Solis-Ericsson 4-67-15—who will put up lunch for you or go to Mrs. Thimgren's Coffee Shop, Avenue Madero.)

PUEBLA

Car for day: \$40. Tip: \$5. Lunch at the Royalty with tip: \$2.50.

If you decide that you can take in Cuernavaca and Taxco, you might sightsee and lunch at Cuernavaca, but spend the night at Taxco. It is best to remember that the trains to Oaxaco run but three times a week.

OVERNIGHT TRIPS

(These, of course, are expensive)

CUERNAVACA-TAXCO

Car: \$60. Tip: \$5. Lunch Hotel Borda, Cuernavaca: \$3, with tip. One night Hotel Taxqueno, Taxco (three meals): \$14; Tips: \$1.50. Dinner Cuernavaca, with tip: \$3.

OAXACA

R. R. ticket round trip with lower berth: \$43. Porters at station: 50 cents each (\$2). Taxi to and from station Oaxaca at \$1 (\$2). Car to Mitla, with tip: \$22. Car to Monte Alban, with tip: \$11. Lunch at Hotel Monte Alban, with tip: \$2.50.

Acapulco is way over on the West Coast, and is designed beautifully for those who much prefer sun-bathing, swimming, and even fishing, to ruins and rocks. Everything about going there is expensive, but it is fun when you do get there.

ACAPULCO

Car to Acapulco: \$200. Tip: \$20. Lunch, dinner in Cuernavaca: \$6. Night in Taxco: \$15.50. Four nights at Hotel Mirador, Acapulco, at \$14, including meals: \$56. Tips: \$6. One day deep-sea fishing: \$30. Large straw hat, espadrilles, and cotton kerchiefs: \$3.

(This trip might be included in the budget if you share a car with other people. If you are travelling alone, you can write ahead to the Wells Fargo, and they will probably be able to arrange for you to share a car with some one else.)

If you have shared expenses with a friend or done without some of the things we have suggested, you may have some money left. Here is a list of shops and the kind of things they sell, to give you an idea of prices.

Misrachi, Avenue Juarez #7, has Rivera and Orozco originals for \$150; Native Arts, Pasaje America, has a choice of tin, lacquer, embroidery, and other native products ranging in price from \$1 to \$30; La Esmeralda, Avenue Madero (Mr. Woog), the town's important jewellery store, also has silver ash-trays, bowls, belt buckles, and bracelets ranging from \$3 to \$20.

Guillermo, Pasaje America, is an antique shop where you can always find something nice for anything from \$12 to \$30. Weston's, Avenue Madero, carry tooled leather, wax horses, dressed fleas, and so on, which can be bought for sums between \$1 and \$30. In the San Juan Market, you can find money pigs, baskets, and so on costing anywhere from fifty cents to \$5; a box of the best Mexican cigars sells for \$11.



SAKS-FIFTH AVENUE, CALIFORNIA



The entrance to the shoe salon

UNIQUELY informal is the new Saks-Fifth Avenue shop, recently opened in Beverly Hills, California, with decorations by a talented young Negro, Paul Williams. Designed more like a private residence than a shop, it is a series of individual rooms, each one keyed to the type of merchandise displayed and sold in it. The Pompeian Room, for instance—where beach costumes and bathing-suits are sold,—is decorated in cool green with a painted frieze of bathers. For the country clothes, there's a Provençal background. And the Beauty Salon and Perfume Shop is set in the middle of a landscaped roof terrace, where sunshine becomes part of the beauty treatment.

In keeping with the West Coast informality, there is an open-air Snack Bar, where beverages and light luncheons are served, so that a serious-minded shopper may relax between forays. For her benefit, too, is the Regency Oval Room, with the accessories shown in an open display, to be seen at a glance.

Since California has become a play-centre of America, and a source of play-clothes designs, new styles will frequently be introduced in the Saks Beverly Hills shop before they are shown at Saks in New York. (California's seasons are earlier.) As you'd expect, the collections of resort fashions will be sizeable—and because Saks' California staff will be on the lookout for outstanding fashions to send East, you'll reap benefits from the California shop even though you live in New York.

To give you a slight idea of the lovely decorations in the Beverly Hills Saks-Fifth Avenue, we show you two pictures of it. Above, the decorative foyer to the shoe salon. Below, part of the shoe salon itself. This is something to jot down among your memoranda, if you're thinking of travelling West this summer.



The north vista of the shoe salon

IVORY TIPS
protect the lips

MARLBORO

Mild as May

A Cigarette created by Philip Morris

BEAUTY AND THE BATH

WHEN days turn hot, stay fresh and fragrant with a Bath Foam beauty bath. Acts as an all-over deodorant. Bath Foam softens water, eliminates "tub ring". Exquisitely perfume scented.

\$.95 (4 oz.) \$ 1.65 (8 oz.) \$ 2.50 (16 oz.)

Gardenia Lavender Jasmin Rose Geranium Bouquet de Paris
Carnation Lilas Oriental Orange Fleur Bouquet de Pine

MARELLE, Inc., 347 Fifth Ave., New York

Marelle Bath Foam

THE NEW LUXURY BATH

This New Pantie-Girdle won't *RIDE*, won't *HIKE* *Luxite** STAY SET

with the magic NoRIDE FEATURE
that keeps it perfectly flat.



Its magic secret
is in the Leg Band

PATENT
PENDING

You'll never be tempted into unsightly tugging with this pantie-girdle! The amazing NoRIDE Feature holds it down without garters, smooth all over and comfortable at all times. Launder as often as you like—STAY SET keeps its clinging efficiency. Sleek rayon satin Lastex in peach or white. Small, medium, large. At good stores everywhere.

*REG. U. S. PAT. OFF.



Luxite

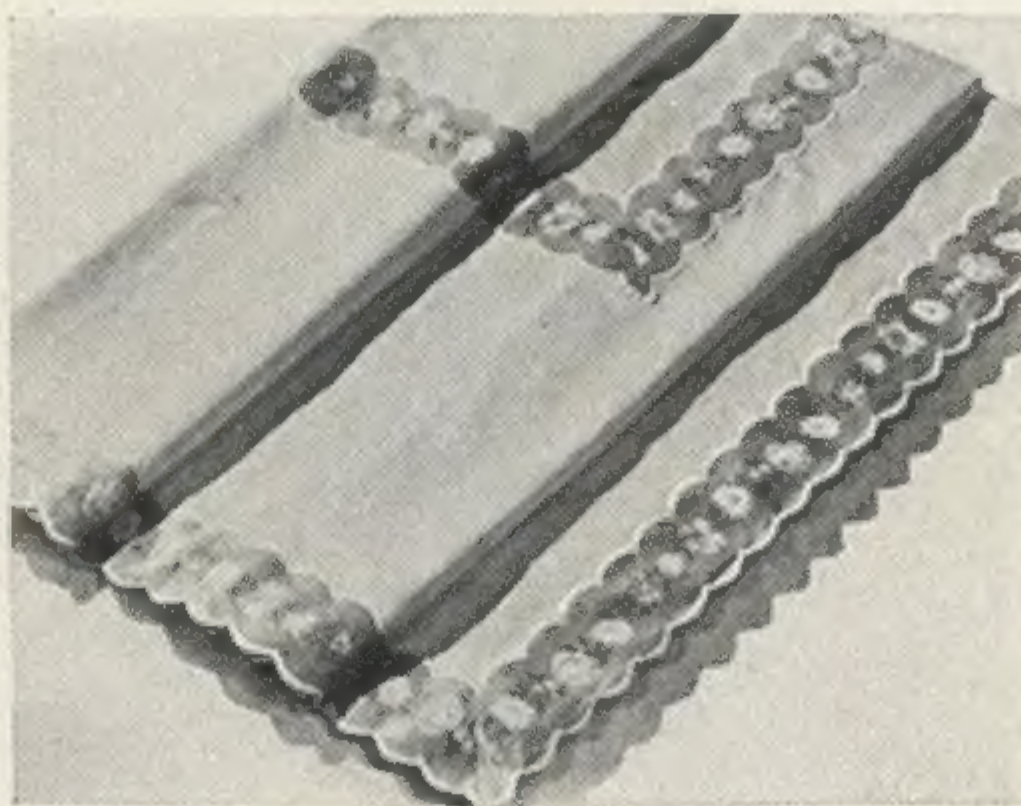
DIVISION OF HOLEPROOF HOSIERY CO.
MILWAUKEE

New York Chicago San Francisco

SHOP-HOUND'S COUNTRY EDITION

(Continued from page 81)

Eleanor Beard will refresh your wilted summer bedroom with a hand-quilted spread with flowery chintz appliqué cut-outs. When you've fallen in love with it (and that shouldn't take long), she'll carry on with the same motif, repeating it in curtains and slip-covers till the whole room looks as cool as endive. The spread above is of staunch Egyptian cotton with a clean-cut border of flowered chintz. About \$17.50, single-bed size, at 446 Park Avenue.



And at Maison de Linge, 290 Park Avenue, they've applied themselves to the business of appliqué, too. Important-looking big scrolly initials of white linen on a large white sheer linen handkerchief from la belle France. About \$24 a dozen.



"My, what a handsome pair," is what people say when they see this challis parasol and turban. They're of red, white, green, and black plaid, and the knotted turban carries some red currants and wavy red feathers aloft. This small hat-and-parasol combination is easier to navigate than a huge shade hat. Wear it to polo or for a gay day in town. About \$35 the set, at Robert Dudley's shop, 558 Madison Avenue.

Somewhere in New Mexico the *huaracheros* are bending over their leather thongs and weaving like mad. What this means to you and your summer is that they are weaving Mexandals, open at the heel and toe, of soft leather in red, white, or blue, with low built-up leather heels. The white sandal is of a lovely chalky colour—like woven plaster. Order them from the Old Mexico Shop in Santa Fé, for about \$4 the pair, with postage prepaid.

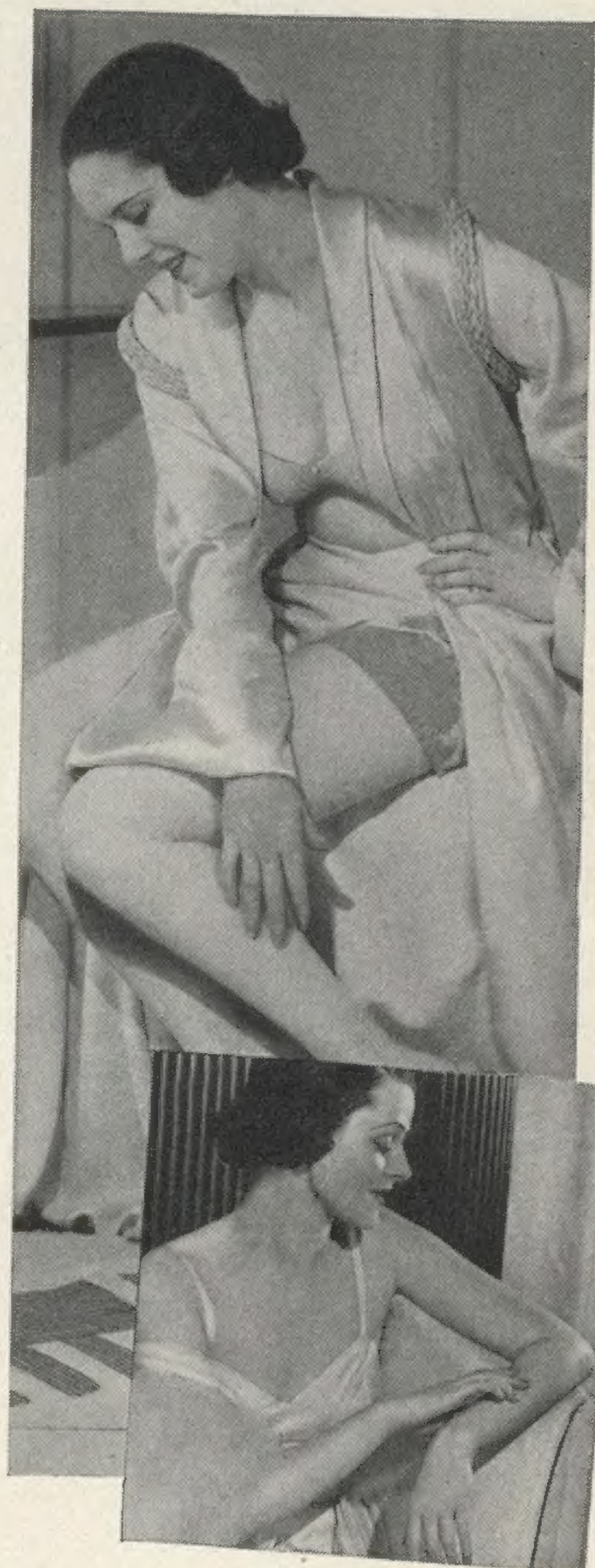
Lanz of Salzburg is an old hand at getting out country editions full of good news value. A blue silk linen suit, the colour of unwashed denim, has a self-appliqué of small flowers outlined in white on the collar. The jacket is lined with a tiny country print (which you can also buy in dresses and blouses), and fastened with ceramic buttons; the skirt is straight, with a kick-pleat at each side. About \$25 at 547 Madison Avenue.

Golf shoes are one thing that you want to be tried-and-true, because if you are a real golfer they are going to be your dear friends and go through a lot with you. The friends here are Church's English shoes, from Babers', 428 Madison Avenue, where all the shoes are strong and faithful. Right, the Ski Lorne Scafe, with rubber-studded soles; about \$22.50 in brown gorse calf. Far right, an Oxford brogue; about \$16.75 in white or grey buckskin, or black or brown reversed calf. They're good for tramping, as well as for golfing.



If you like pampering, you'll be glad to hear about the fitting service at Mrs. Robbins, Inc., 485 Madison Avenue. The same workers who make her expensive custom-made clothes fit her ready-to-wear dresses that cost about \$30, and will work over a little tennis dress as though you were buying a fabulous creation. That, friends, is what we call having a clothes conscience.

No More "Razor Stubble"



AFTER REMOVING ARM AND LEG HAIR

NOW THERE IS a remarkable discovery that removes hair quickly and leaves your skin soft as a child's—with no bristly "razor stubble."

Spread it on as a cream where you want the hair removed... then rinse it off with water. The hair is completely gone—and you can feel how soft your skin is. Even when regrowth finally comes, it is different from "after razor" regrowth—there is no sharp stubble. You'll feel wonderfully free from annoying hair growth.

It is called *Neet*—and is on sale at all toilet goods counters. It costs very little.

Neet

CREAM HAIR REMOVER



WYNN RICHARDS



The "Treasure of the Trousseau"

WAMSUTTA *Supercal* SHEETS


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A BRIDE soon finds that Wamsutta *Supercal* is as economical to use as it is lovely to look at. Laundry bills prove to her that these luxuriously fine sheets actually save money because they cost less per pound to wash and iron. And as the years go by, she will discover that Wamsutta *Supercal* outwears and outlasts heavier sheets and pillow cases that might, at first, have seemed stronger.

Smooth, beautiful *Supercal* gets its more even weave and its greater tensile strength from EQUI-TENSION processes of yarn control which only Wamsutta uses.

There is no more appreciated or more practical wedding gift than a stock of Wamsutta *Supercal* sheets and pillow cases. Your favorite store has them in all sizes, colors, and styles . . . plain-hemmed, hemstitched, and embroidered.

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Ray Oglesby Has Smoked Luckies for 11 Years



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RAY OGLESBY, Independent Tobacco Expert, says: "At Every Auction, I've Seen Luckies Buy the Same Fine Leaf"

FOR YOUR TASTE . . . think over the cigarette preference of America's independent tobacco experts. These experts—like Ray Oglesby—are not connected with any cigarette maker. They are skilled auction-

eers, buyers and warehouse operators. Sworn records show that with these men—with men who know tobacco best—it's Luckies 2 to 1.

FOR YOUR THROAT . . . keep in mind that only Luckies give you the throat protection of the "Toasting" process. This process takes out certain harsh throat irritants found in all tobacco. So next time try Luckies . . . try them for a week, and see.

***Sworn Records Show That-* WITH MEN WHO KNOW TOBACCO BEST- IT'S LUCKIES 2 TO 1**